

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

OCTOBER 28, 2014

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia Street, McKinney, Texas on October 28, 2014 at 7:30 a.m.

Board members present: Carrie Alfieri, Sally Huggins, Hal Harbor, Cricket Killingsworth, Susan Brusa, Wayne Hill, and alternate Bonnie Tinsley,

Absent: Sharon Dill, Leslie Warren, and Jennifer Estes.

Staff: Executive Director Dee-dee Guerra, Vanesa Baggett, and Sue Davis.

Guests: Councilman Randy Pogue, Interim City Manager Tom Muehlenbeck, City Finance Budget Manager Mark Holloway, MEDC Executive Director Jim Wehmeier, Director of Parks, Recreation and Open Space Rhoda Savage, Assistant City Secretary Denise Vice, and MPAC/Main Street Director Amy Rosenthal.

14-1088 Oath of Office. Assistant City Secretary Denise Vice administered Oath of Office to incoming MCVB board members Cricket Killingsworth, Wayne Hill, Susan Brusa, and Bonnie Tinsley.

14-1089 Welcome and Introduction of New Board Members and Guests. Board Chair Hal Harbor thanked everyone for attending the MCVB board meeting, welcomed guests and introduced new board members.

14-1090 Appoint MCVB Subcommittee Members Development Committee, Finance Committee, and Marketing/PR Committee. The following appointments were made for the MCVB subcommittees; Development Committee: Sally Huggins, Leslie Warren, and Wayne Hill; Finance Committee: Carrier Alfieri, Wayne Hill, and Susan Brusa; Marketing/PR Committee: Jennifer Estes, Sharon Dill, and Cricket Killingsworth.

14-1091 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of September 23, 2014. Board members unanimously approved the motion by board member Carrie Alfieri, seconded by board member Sally Huggins, to approve and refer Minutes of the McKinney Convention &

Visitors Bureau Board Meeting of September 23, 2014.

14-1092 Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of September 18, 2014. Board members unanimously approved the motion by board member Carrie Alfieri, seconded by board member Wayne Hill, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of September 18, 2014.

14-1093 Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of September 18, 2014. Board members unanimously approved the motion by board member Carrie Alfieri, seconded by board member Susan Brusa, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of September 18, 2014.

14-1095 Director's Report. Executive Director Guerra reviewed staff accomplishments for the month of September highlighting that the MCVB assisted in securing 111 hotel rooms nights resulting in a total revenue of \$11,256. Staff also provided eight requests for proposals for the SMERF market and sent five requests for proposals to the Sheraton for various conferences that will take place in 2016, 2017, and 2018. In addition, Ms. Guerra advised board members statistical information from the MCVB on-line/Social Media and Blog efforts, stating that during September the MCVB You Tube Channel had 43 views and the MCVB has 88 new Twitter Followers for a total of 2,765. Ms. Guerra also reminded board members that the MCVB Strategic Planning Session will be Tuesday, November 4, 2014 at 8:00 a.m. In addition, Ms. Guerra advised board members that she has ordered the STR report stating that the report shows trends on Hotel Occupancy, Average Daily Rate, and Rev/Par. Executive Director Guerra asked board members to check their calendars and advise her if they would like to attend the TTIA Unity Dinner as well as the "converge on the capitol" in Austin, February 24-25,

2015.

14-1096 Board and Liaison Reports.

City of McKinney – Interim City Manager Tom Muehlenbeck addressed the role of the alternate board member. Councilman Pogue provided an update on the bylaw & policy committee appointed by Mayor Loughmiller stating that the committee will give an update to council as soon as possible.

Chamber of Commerce - Executive Director spoke on behalf of the new Chamber of Commerce president, Lisa Urban Hermes, stating that the chamber will be hosting the “State of the City” lunch on November 6, 2014.

MPAC/Main Street – Director Rosenthal thanked the MCVB staff for their assistance during Oktoberfest and advised board members that there was an estimated 50,000 guests in downtown McKinney during Oktoberfest. Ms. Rosenthal addressed upcoming events that will take place in historic downtown McKinney, with the next event being Scare on the Square, and following event would be Home for The Holidays during the Thanksgiving Holiday Weekend.

McKinney Economic Development Corporation – Executive Director Jim Wehmeier updated the board on what the mission and goals of the McKinney Economic Development Corporation and how they work to promote the city. Wehmeier stated that MEDC focuses on commercial tax base companies such as Raytheon Corp. HDQ relocation, Hi-Tech, Clean Manufacturing, Health Care/Medical Equipment and Aero Space/Aviation industry.

Parks, Recreation, and Open Space - Parks Director Rhoda Savage thanked the board for the opportunity to introduce herself and stated that she is focusing on projects that had been side-lined. Savage stated she is working on getting up to speed with the direction of the city and advised there are 2000 acres of park land and 40 different parks. Ms.

Savage stated that in 2015 they will hire a consultant to provide a parks and recreation master plan update.

14-1097 September 2014 Financial Report. Executive Director Guerra provided a copy of the September 2014 preliminary finance report. City Budget Manager Mark Holloway stated the MCVB budget year is substantially complete and the MCVB was within budget for FY 13-14.

14-1098 Board Chair Report. MCVB Board Chair Harbor addressed that with the new convention center opening in February 2015 the sales focus for the MCVB will change. Harbor stated that now McKinney will have a product on the shelf to address conventions for associations and commercial type businesses that were not viable to pursue in the past due to the limited facilities in McKinney.

14-1099 Consider/Discuss/Act on New Meeting Time and Date for MCVB Board Meetings. There was some discussion regarding changing the date and time for the MCVB board meetings, no action was taken.

14-1101 Consider/Discuss/Act on Date for December MCVB Board Meeting. Board Chair Harbor and Executive Director Guerra asked board members if they wanted to combine the November & December MCVB board meeting, stating that in previous years due to the Thanksgiving and Christmas Holiday season the two monthly meetings were combine to one. There was some discussion; board members stated they would discuss in greater detail after they have their Strategic Planning Session on Tuesday, November 4, 2014. No action was taken.

Board Chair Harbor adjourned the MCVB board meeting at 8:48 a.m.

HAL HARBOR
Chair