

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing/Development Committee

March 5, 2018

The McKinney Convention & Visitors Bureau Marketing & Development Committee met on March 5, 2018 at 200 W. Virginia Street, McKinney Texas.

In attendance were Board members: Vice-Chairman Jennifer Estes, Secretary/Treasurer Connie Gibson, and Director Julie Baublis, and staff members, Executive Director Dee-dee Guerra & Communications Manager Beth Shumate.

The meeting was called to order at 4:00 p.m.

The Committee started off the meeting by discussing possible items to change or add to the MCVB Marketing Plan as a Supplemental in the FY 18-19 Budget. These Marketing efforts would support and increase the reach/visibility to visitors and planners to McKinney.

- Crowd Riff – This social media photo sharing software would be integrated into the website. Committee tasked Ms. Shumate with working out this project.
- Appadia – This app would require buy-in from local businesses at one of three levels (\$10, \$30 or \$69 a month) and would cost the CVB nothing. It would promote the business through geo-targets, pushing deals out for the stores who have paid in.
- Meetings & Conventions – This magazine would promote McKinney to meeting planners.
- Prevue – Another magazine/website.

The Committee discussed the allocation and recommendation to the MCVB Board for the second round of advertising/promotional grants (\$11,500) for FY 17-18 that will be awarded at the March 27, 2018, MCVB Board Meeting. The following were the applicants and the amount that was requested by each:

- Advertising and Promotional Grant Application Submitted by SBG Hospitality in the Amount of \$15,000 for Marketing, Advertising, and Promoting the Yellow Wood Music & Outdoor Festival
 - Event Date: May 27-28, 2018
 - Location: Myers Park
 - Hours: 3/27/18- 8:00 am-11:00 pm, 3/28/18-11:00 am-3:00 pm
 - Benefiting: Warrior's Keep
 - Grant requested by Lauren Stephan
 - No Matching Funds being requested
- Advertising and Promotional Grant Application Submitted by the Community Kitchen Garden of Collin County in the Amount of \$5,000 for Marketing, Advertising, and Promoting the 1st Annual Star Spangled Salsa Fest
 - Event Date: July 4, 2018
 - Location: Chestnut Square
 - Hours: 11 a.m-4 p.m.
 - Benefiting: Community Kitchen Garden of Collin County
 - Grant request by Angela Poen
 - MCDC granted \$5,268 for Advertising this event

The MCVB Marketing/Development Committee meeting was adjourned at 4:45 p.m.

Jennifer Estes
MCVB Marketing/Development Committee