

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MARCH 22, 2016

The McKinney Convention and Visitors Bureau Board met in regular session at the Bevel House at Chestnut Square, 405 Chestnut Street, McKinney, Texas on March 22, 2016 at 7:30 a.m.

Board Chair Harbor called the MCVB board meeting to order at 7:37 a.m.

Board members present: Sally Huggins, Hal Harbor, Bonnie Tinsley, Cricket Killingsworth, Jennifer Estes, Wayne Hill, and Jim Bressler.

Absent: Susan Brusa and Melissa Moreno.

Staff: Executive Director Dee-dee Guerra, and staff members: Sue Davis, Vanesa Rhodes and Beth Shumate.

Guests: Interim City Manager Tom Muehlenbeck, Senior Financial Analyst Trevor Minyard, Director of Parks and Recreation Rhoda Savage, and McKinney National Airport Assistant Director Mark Jaraczewski.

Board members unanimously approved the motion by Board member Sally Huggins, seconded by Board member Cricket Killingsworth, to approve the following minutes:

- 16-326** Minutes of the McKinney Convention and Visitors Bureau Board Meeting of February 23, 2016.
- 16-327** Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of February 19, 2016.
- 16-328** Presentation from Rhoda Savage - Update on Parks, Recreation and Open Space in McKinney. Parks Director Savage reviewed a Power Point presentation giving an overview of the Parks & Rec Department's current developments and future projects.
- 16-329** Presentation on McKinney National Airport from Mark Jaraczewski. Airport Assistant Director Mark Jaraczewski presented about the McKinney National Airport. Mr. Jaraczewski advised board members that the FBO was rated #1 in 2014, and #6 in 2015 and is currently 100%

occupied. In addition, he advised that the fuel volumes experienced a 23 percent increase over 2014. Mr. Jaraczewski also reviewed the ongoing facility development as well as giving the airport master plan update.

16-330 MCVB Executive Director's Report. Executive Director Guerra asked board members if they had any questions over the staff report update she had provided to them earlier in the week. There were none. Ms. Guerra highlighted that the MCVB was represented at the TTIA Unity Dinner in Austin.

16-331 Board and Liaison Reports

Chair Report – Board Chair Harbor thanked Chestnut Square for allowing the MCVB to hold the meeting at their venue. In addition, he reviewed the current MCVB by-law changes that City Council had proposed.

Finance Committee Report – Committee Chair Hill reviewed the MCVB financials with board members. He stated that the average room rate from the McKinney hotels was on the incline. In addition, Mr. Hill advised that the slight drop in Hotel revenue was due to the quarterly payments of HOTTAX from the Bed and Breakfasts, versus being paid monthly.

City of McKinney – Senior Financial Analyst, Trevor Minyard, spoke on behalf of the City. He advised that the city manager recruitment would close on April 1, 2016 and the interviews of the final candidates would take place in mid-May. In addition, Mr. Minyard advised board members that the search to fill the open president position for the McKinney Economic Development Corporation would close soon.

Main Street/MPAC – MCVB Executive Director Guerra spoke on behalf of Main Street and MPAC. She advised that the Robert Earl Keen concert scheduled for April had sold out and highlighted some of the upcoming events taking place in downtown McKinney, including Arts in Bloom on April 9 and Empty Bowls which would take place on April 14.

16-332 Consider/Discuss/Act on the Fourth Amended and Restated Bylaws of the McKinney Convention and Visitors Bureau. Board members

unanimously approved the motion by Board member Jim Bressler, seconded by Board member Jennifer Estes, to approve the Fourth Amended and Restated Bylaws of the McKinney Convention and Visitors Bureau.

Board chair Harbor adjourned the meeting at 8:38 a.m.

HAL HARBOR
Chair