

## MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

### REGULAR MEETING

**JULY 28, 2015**

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W Virginia Street, McKinney, Texas on July 28, 2015 at 7:30 a.m.

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

Absent: None

Staff: Executive Director Dee-dee Guerra; Staff Members Beth Shumate and Vanesa Rhodes.

Guests: City Finance Director Rodney Rhoads, Finance Budget Manager Mark Holloway, Interim City Manager Tom Muehlenbeck, City Councilman Chuck Branch, Public Works Project Program Manager Chandler Merritt, MCDC Liaison David Myer and MPAC/Main Street Director Amy Rosenthal.

Board Chair Harbor called the MCVB board meeting to order at 7:43 a.m. and welcomed guests. Mr. Harbor thanked the Hampton Inn management for allowing the MCVB board meeting to take place at their facility and introduced Hotel General Manager Colby Lemieux and Sales Director Rebecca Fields to the MCVB board members.

Board members unanimously approved the motion by board member Wayne Hill, seconded by board member Cricket Killingsworth, to approve and refer the following minutes:

- 15-719** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of May 26, 2015.
- 15-720** Amended Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of April 24, 2015.
- 15-721** Amended Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of April 24, 2015.

**15-722** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of July 13, 2015.

**15-723** Board & Liaison Reports

**Chair Report** – Board Chair Harbor advised board members he was disappointed to report that the Texas Fly Fishing/Wine Tasting Festival that CVB staff had been working on with Beau Beasley was not going to take place in McKinney. Executive Director Guerra stated she would provide a timeline of events that took place during the negotiations of the event, advising the CVB would learn what actions should take place in the future for a more favorable outcome. Interim City Manager Mr. Muehlenbeck stated the City Secretary's Office would also provide a timeline covering the course of events from their perspective. There was discussion among board members and a consensus that future event negotiations have a guideline to provide potential clients of what the city will require up front.

**Director Report** – Executive Director Guerra reviewed the May & June staff report with board members and opened the floor for questions. Guerra also thanked city communications for their assistance in redesigning the new MCVB visitor's guide. In addition, Ms. Guerra advised board members that the second target market study conducted by Ray Turco and Associates had taken place the previous week and she would advise board members of the results as soon as she receives them.

**City of McKinney** – Interim City Manager Mr. Muehlenbeck stated both the 10 year staffing program and the Retail Coach report were presented to Council for review.

**Main Street/MPAC** – Director Amy Rosenthal thanked the MCVB for their assistance during the 4<sup>th</sup> of July Hometown Parade. Ms. Rosenthal also gave an update of upcoming events for the downtown area.

**MCDC** – MCDC board liaison David Myers advised board members there

was a good turnout for the groundbreaking for the Aquatic Center. Mr. Myer also stated that MCDC was currently reviewing applications for project grants and those project recipients would be voted on at the next MCDC board meeting.

**Finance Committee** – Board member Alfieri reviewed May and June financials and opened the floor for questions.

**Marketing Committee** – Board member Huggins reviewed marketing efforts conducted during the months of May, June and early July.

**15-724** Consider/Discuss/Act on Approval of Proposed FY 2015-2016 MCVB Budget. Board members unanimously approved the motion by board member Sally Huggins, seconded by board member Susan Brusa, to approve the Proposed FY 2015-2016 MCVB Budget.

**15-725** Consider/Discuss/Act on Approval of MCVB Goals. Board members unanimously approved the motion by Board member Hal Harbor, to table to another meeting the discussion/action of the Approval of MCVB Goals. Councilman Branch suggested that the board and staff do a self-evaluation of steps taken to obtain goals, clarify ambiguous goals and implement those changes to the living MCVB goal document.

Hampton Inn Hotel General Manager Colby Lemieux and Sales Director Rebecca Fields took board members on a tour of the hotel.

The meeting was adjourned at 8:49 a.m.

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HAL HARBOR  
Chair