

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

JANUARY 20, 2015

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia, McKinney Texas on January 20, 2015 at 7:30 a.m.

Board Chair Harbor called the meeting to order at 7:30 a.m.

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

Absent: Sally Huggins

Staff: Executive Director Dee-dee Guerra, Staff members Beth Shumate and Vanesa Baggett.

Guests: City Finance Budget Manager Mark Holloway, and MCDL liaison David Myers.

15-047 Minutes of the McKinney Convention & Visitors Bureau Board Meeting of December 16, 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 Board Meeting of December 16, 2014.

15-048 Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of December 5, 2014. Board members unanimously approved the motion by board member Susan Brusa, seconded by board member Carrie Alfieri, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee Meeting of December 5, 2014.

15-049 Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of December 5, 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 HR Committee Meeting of December 5, 2014.

15-050 Board and Liaison Reports.

Chair Report – Board Chair Harbor advised board members that the Sheraton Hotel has offered to host a tour of their facility on Friday, February 6, 2015 at 10:00 a.m.

Director's Report - Executive Director Guerra asked board members to refer to the staff report she had provided for them. Guerra highlighted the following activities that she and staff members accomplished during the month of December 2014:

- Ms. Guerra attended two trade shows during the month of December and met with 17 meeting planners at the Reverse Latin Trade Show.
- Staff processed 1670 leads from individuals asking for visitor information on McKinney, submitted 6 new wedding RFP's and one sports RFP.
- Ms. Guerra reviewed the analytics and ROI from marketing efforts including VisitMcKinney.com, our social media accounts, and two recent digital campaigns with TTIA and Tripinfo.com.
- February 26, 2015 is the grand opening of the Sheraton Hotel & Conference Center; they will offer a special room rate of \$69 for that weekend.
- Board Chair Harbor asked on the status of PSA-McKinney, Executive Director Guerra advised board members the facility is open and staff is working closely with PSA-McKinney to assist in securing hotel rooms for teams hosted by PSA-McKinney for national tournaments.
- Ms. Guerra thanked board members for volunteering to assist at the Toyota open house events taking place in February.

Finance Committee Report – Board member Alfieri reported the finance committee met on January 13 to review the financials from November and stated the MCVB financials were tracking as projected.

Development/Marketing Report – Board member Estes spoke on behalf of Committee Chair Huggins advising board members that the Marketing Committee met on December 5, 2014. Ms. Estes stated the committee reviewed the advertising/promotions expenditures over the last month. In

addition, the committee is considering revamping the McKinney Visitors Guide which would lend itself to being a more comprehensive guide for visitors. In addition, search engine optimization was also a topic of discussion, as well as reviewing opportunities with YELP and Facebook.

HR Committee Report – Committee Chair Alfieri advised the committee met to create a working plan. She stated she emailed Interim City Manager Tom Muhlenbeck asking for a copy of an evaluation he had helped to produce for other departments and is awaiting the receipt of that evaluation.

City of McKinney – Finance Budget Manager Mark Holloway stated the finance department was working closely with McKinney City Council and City Management on a long term financial plan and a possible bond election coming up in May or November 2015.

Main Street/MPAC – Executive Director Rosenthal advised board members that MPAC had a very successful bridal show with over 600 in attendance. In addition, Rosenthal advised board members of upcoming events that will take place in historic downtown McKinney and at MPAC.

MCDC Report – MCDC board liaison David Myers stated MCDC is currently accepting their first round of grant applications through January 30, 2015. Mr. Myers advised board members that the MCDC quality of life award recipient will be announced at the Chamber award dinner. In addition, Myers advised that the CDC board continues to monitor the progress of the Aquatics center.

Board Chair Harbor adjourned the MCVB board meeting at 8:00 a.m.

HAL HARBOR
Chair

