

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MARCH 24, 2015

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 West Virginia McKinney, Texas on March 24, 2015 at 7:30 a.m.

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

Absent: Leslie Warren and Cricket Killingsworth

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

Guests: Interim City Manager Tom Muehlenbeck, Main Street/MPAC Executive Director Amy Rosenthal, and City Council Member Randy Pogue.

- 15-190** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of January 20, 2015. 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 January 20, 2015.
- 15-191** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of January 13, 2015. 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 Finance Committee Meeting of January 13, 2015.
- 15-193** Minutes of the McKinney Convention & Visitors Bureau Marketing Committee of January 13, 2015. Board members unanimously approved the motion by Board member Jennifer Estes, seconded by Board member Wayne Hill, to approve and refer Minutes of the McKinney Convention & Visitors Bureau Marketing Committee of January 13, 2015.

15-192 Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of January 23, 2015. Board members unanimously approved the motion by Board member Bonnie Tinsley, seconded by Board member Carrie Alfieri, to approve and refer Minutes of the McKinney Convention & Visitors Bureau HR Committee Meeting of January 23, 2015.

15-291 Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of February 20, 2015. Board members unanimously approved the motion by Board member Wayne Hill, seconded by Board member Susan Brusa, to approve and refer Minutes of the McKinney Convention and Visitors Bureau Finance Committee Meeting of February 20, 2015.

15-292 Presentation from Raymond Turco & Associates. Mr. Turco reviewed the results from the hotel survey that his company conducted with participating McKinney hotels. Eight hotels originally participated, only six completed the surveys. There were 370 collected surveys; 190 were from leisure travelers and 180 were from business travelers. The survey was conducted January 26 – February 18, 2015. The next survey will be conducted in July 2015. Board members asked Mr. Turco if the following could be added to the next survey: 1. Determine how many guests were at each perspective hotel during the survey. 2. Ask if hotel guests spent the majority of their money in McKinney for dining/shopping or if the money was spent outside of McKinney. If spent outside of city, where? In addition, board members asked if the survey could include a question as to why the guest chose to stay in McKinney.

15-194 Board & Liaison Reports
Board Chair Report – Board Chair Hal Harbor stated that it was good for the MCVB to not be intimidated to try new ways to measure ROI and stated it was important that the MCVB continue to be good stewards with the money given to the department.

Harbor identified it is difficult to measure ROI's on advertising; however, he looked forward to the results of the Texas Fly Fish & Wine Festival that will potentially take place in 2016 in McKinney and the hotel room nights that this event will bring to McKinney.

Executive Director's Report – Executive Director Guerra reviewed both February and March staff accomplishments. Highlighting the following from her staff report: Total of 32 association & corporate sales calls were conducted. The visitor's center logged in 130 visitors, provided 215 welcome bags and assisted with blocking hotel space from various wedding parties. Guerra also reviewed marketing/advertising efforts stating that the MCVB website had over 14,000 page views, 191,414 total impressions from print/on-line/TV publicity and currently has 3039 on Twitter.

City of McKinney – Interim City Manager Mr. Muehlenbeck stated City Council had approved six goals & strategies. Mr. Muehlenbeck also advised board members that Council was waiting to receive an update on the report conducted in regards to a parking garage in downtown.

MPAC/Main Street – Executive Director Amy Rosenthal advised board members of upcoming events that will take place in downtown McKinney including Arts in Bloom, Election Night, and Bike The Bricks

Marketing/Development – Board member Huggins provided the marketing/development update advising that staff is working on revising the Visitors Guide, preparing for National Tourism Week which will take place in May, and working on Search Engine Optimization key words.

15-293

Consider/Discuss/Act on Using Promotional Dollars for Texas Fly Fish & Wine Festival in 2016. Board members discussed how they would like to see promotional dollars spent when supporting this event. Interim City Manager Mr. Muehlenbeck stated he thought this event would be a great event for the city and suggested that stipulations be put in place.

Stipulations that board members want to have implemented over the next three years are:

1. MCVB will provide \$5000 promotional dollars the first year
2. MCVB will provide \$3000 promotional dollars the second year
3. MCVB will provide \$1500 promotional dollars the third year
4. Receipts will need to be provided to the MCVB of promotional expenditures
5. Minimum of 50 room nights the first year with a 10% increase in the following years.
6. Primary ad placement of MCVB website on their website/advertisements
7. MCVB receive a full page ad for each year

Board members unanimously approved the motion by Board member Wayne Hill, seconded by Board member Carrie Alfieri, to approve using Promotional Dollars for Texas Fly Fish & Wine Festival in 2016 with the implementation of stipulations as discussed.

Board Chair Harbor adjourned the meeting at 9:08 a.m.

HAL HARBOR
Chair