

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

DECEMBER 4, 2012

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 1575 Heritage Drive, Suite 100, McKinney, Texas on December 4, 2012 at 7:33 a.m.

Board members present: George Lodge, Linda Fogg, Tim Baker, Angie Bado, Michael McEntire, Shqiprim "Doc" Vranici, and Erica Carver

Absent: Trae Gardner and Steve Conlin

Staff present: Dee-dee Guerra, Beth Shumate, and Vanesa Baggett

Guests were: Colleen Smith, MCDL board liaison; Coco Good, Director of City of McKinney Communications; Rodney Rhoades, Director of City of McKinney Finance; and Tad Phillips, Director of City of McKinney Human Resources.

- 12-1066** Amended Minutes of the McKinney Convention & Visitors Bureau Meeting of May 22, 2012. Board members unanimously approved the motion by board member Tim Baker, seconded by board member George Lodge, to approve the amended minutes from the May 22, 2012 MCVB board meeting.
- 12-1067** Minutes of the McKinney Convention & Visitors Bureau of October 23, 2012. Board members unanimously approved the motion by board member Shqiprim "Doc" Vranici, seconded by board member Tim Baker, to approve the minutes from the October 23, 2012 MCVB board meeting.
- 12-1068** Minutes of the McKinney Convention & Visitors Bureau Work Session of November 14, 2012. Board members unanimously approved the motion by board member Michael McEntire, seconded by board member Tim Baker, to approve the minutes from the November 14, 2012 MCVB work session.

REGULAR AGENDA

- 12-1069** Consider/Discuss/Act on Tourism Partner of the Year Award. Board Chair Bado opened the floor for discussion to determine who the board would like to receive the Tourism Partner of the Year Award. After much discussion, Board Chair Bado asked board members to submit the choices to board member Erica Tate-Carver by Friday, December 7, 2012 and the development committee would compile a list to be voted on at the next MCVB board meeting. Board members unanimously approved the motion by board member George Lodge, seconded by board member Tim Baker, to approve the motion made to table the vote for the recipient of the Tourism Partner of the Year Award until the January 2013 MCVB Board meeting.

REPORTS

- 12-1070** Committee Reports Finance Marketing & PR Development.
- Finance: Board member Michael McEntire recapped hotel sales receipts year over year from 2009 to 2012 for board members. City Finance Director Rodney Rhoades reviewed the November 2012 activity from the MCVB and advised that the monthly figures had not yet been closed out; however at the next MCVB board meeting, he will have that information available.
- Marketing/PR: Interim Executive Director Guerra advised board members of upcoming events and meetings that staff would be attending to promote McKinney. Guerra also stated that the new MCVB website would launch on December 14, 2012.
- Development: Board member Vranici advised board members that the lease for the new MCVB office space had been signed and move-in date is set for January 1, 2013.

12-1071 Board Chair Report. Board Chair Bado advised board members that she/staff would send out a summary of the previous month's strategic planning session notes to all board members.

12-1072 Directors Report. Interim Executive Director Guerra referred board members to the Director's report and highlighted some of the staff's accomplishments and activities. Guerra advised board members that in light of the difficulty of filling a sponsored table at the TTIA Unity Dinner, she thought it best to not spend the money on that event and only attend the Converge on the Capitol event. Guerra asked board members to consider attending the day trip, and to advise her if they would like to attend. Board Chair Bado tasked HR to review the MCVB salaries and job titles, HR Director Tad Phillips updated the board on that process. Bado advised board members that the finance committee would meet to review the results that HR presented and would present to the board in executive session at the January 2013 board meeting.

12-1073 Liaison Report. MCDC board member Colleen Smith introduced herself as the new liaison to the MCVB board. Ms. Smith stated that MCDC recently completed their strategic planning session and she was looking forward to working with the MCVB board as the MCDC liaison. Board Chair Bado advised board members that she attended the Main Street Board meeting as the MCVB liaison and advised that the Main Street Board's primary focus in the upcoming months was going to be on fund raising. Bado stated that the Main Street Board was going to have a guest speaker at each meeting. In addition, Bado advised board members that Main Street/MPAC would be hosting a New Year's Eve Bash celebration on New Year's eve. Chestnut Square liaison board member Tim Baker advised board members that Chestnut Square had record breaking sales at this year's Holiday Tour of Homes. City of McKinney Communications Director Coco Good updated board members on the success of the Chamber's Buy Local campaign.

CITIZEN COMMENTS

There were no citizen's comments.

At 8:20 a.m. Board Chair Bado adjourned the meeting.

ANGIE BADO
Chair

