

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

May 22, 2014

The McKinney Convention & Visitors Bureau Marketing committee met for a meeting at the MCVB Conference Room at 200 W. Virginia Street, McKinney Texas on May 22 2014 at 8:00 a.m.

Attendees: Board Members: Sharon Dill and Hal Harbor

Staff: Executive Director Dee-dee Guerra and Communications Manager Beth Shumate

Reviewed April 2014 Web Analytics

- Committee reviewed no discussion.

Reviewed Advertising & Promotional Expenditures

- Committee reviewed no discussion.

Items Completed:

- U-Tube Channel started this month and we received 504 hits. Most of them were for the Airport.
- USA Today (Travel Magazine)
- 2 Courier ads for the MIM Store
- Neighbors Go-2 page spread for Strikes Against Cancer
- Texas Highways –Designated McKinney #17 in their Top 40 Best Destinations list.

Update on Opportunities We're Investigating/Considering

- Plan Your Meetings- Magazine ads w/Augmented Reality. Committee thought this was very different.
- DFWATC CO- OP Opportunity- Committee really liked this opportunity and thought this might be a good way to spend down the fund balance.
- DMN Media (Dallas Morning News) - - Committee not interested, Beth Shumate suggested that we at least look into the Reputation Management feature depending on pricing.

The marketing meeting adjourned at 8:40 a.m.

Sharon Dill

MCVB Marketing Committee Chair