

The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

January 24, 2011

The MCVB Board met for a Regular Meeting at the Quality Inn located at 1300 N. Central Expressway. Present were: Directors Ian Dockrill, George Lodge, John Rattan, Trae Gardner, Erica Tate, Colleen Via-Friend, Michael McEntire, Doc Vranici. City Council Liaison: Ray Ricchi and guests MCDC Board members Dan Hall and Tracy Rath. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate. Absent were Director Angie Bado and City Finance Liaison Jason Weeks.

Call to Order

Director Dockrill called the meeting to order at 3:01 PM. Director Dockrill thanked the Quality Inn for use of their establishment and also welcomed guests.

Introductions

11-001

Director Dockrill acknowledged guests MCDC board liaison Dan Hall and MCDC Board Chair Tracy Rath and moved to the next item on the agenda.

Approval of Minutes of the December 6, 2010, Regular Board Meeting

11-002

Director Dockrill asked for a motion to approve the minutes from the December 6, 2010 MCVB Board meeting. Director Via-Friend made the motion to approve with a second made by Director McEntire. The minutes were approved unanimously. No further action needed.

Consider/Discuss/Act – Proposed Ordinance for Non-Residents-Councilman Ricchi

11-003

Councilman Ricchi stated that due to the public out-cry regarding the proposed ordinance for accident fees of non-residents, the proposal would most likely not pass. Executive Director Bayes asked how the city would handle the negative press received by the proposal, stating the CVB had received correspondence from potential visitors in which the message they got from this proposal was to not visit, shop, or dine in McKinney. Bayes also stated that larger cities do not have a “fee practice” in place for visitors. Council liaison asked that a copy of the CVB strategic plan be given to each council member so that council would recognize tourism as an economic engine for the city. Councilman Ricchi also stated that the best way to get a point across to council members is to speak at council meetings during citizens comments. No further action needed.

Committee Reports

11-004

Marketing Committee – Director Gardner reported that the marketing committee received good input of tag lines for the CVB, stating that the tag line of the CVB should reflect the overall purpose of the CVB. Director Gardner deferred to Executive Director Bayes to update board members on the status of a smart phone application for the City of McKinney/CVB. Bayes stated that she and Coco Good, City of McKinney Communications Director would be meeting in the upcoming weeks to move forward with the smart phone application development. Executive Director Bayes stated the staff attended the TACVB mid-winter conference and had learned that there are a number of cities that have smart phone applications, the city of Frisco being one of them- and that their smart phone application was well-liked and very user friendly. Director Gardner discussed the possibility of local restaurants/attractions having a more active partnership with the CVB. i.e., creating an RSS feed for ongoing updated information from restaurants/attractions to assist visitors. Executive Director Bayes also

advised board members of Super Bowl business that is expected to affect McKinney as well as goodie bags the CVB intends to distribute. No further action needed.

Development – Director Tate advised board members the development team is moving forward in working with MISD, Dr. Ballard and the Jason Project. No further action needed.

Finance – Director Via-Friend focused on October & November Hotel monthly revenue report stating there was a year-over-year increase and that positive news was only two months into the fiscal year. Via-Friend advised board members that the CVB spent less than what was budgeted on operating expense thus far. Executive Director Bayes advised that as the Convention Center comes to fruition, the CVB would need to have monies for advertising and promotional costs to promote events that will take place at the center. No further action needed.

Consider/Discuss/Act –Board Goals and Strategies **11-005**

Director Dockrill spoke to board members regarding their role as board members, specifically CVB board members. Dockrill passed out the book “Destination Leadership for Boards” stating the book was a great reference tool for CVB board members. Dockrill also provided a summary of the role of a CVB board member. Director Dockrill spoke of the 2009-2010 strategic plan and asked board members to reference that document as the board moves forward. Director Dockrill stated one of the roles of a CVB board member is to ensure that staff is staying on track with ideas and coming up with new ideas and/or opportunities. There was discussion regarding the upcoming convention center needs and the ability to fill it as well. Director Dockrill asked board members to consider how much, as a board, the team wanted to work with other cities (Allen, Fairview, & Frisco) to bring business to McKinney, i.e. obtain the overflow hotel business when these cities have large associations holding conferences in their town. No further action.

Consider/Discuss/Act Legislative Budge & TTIA Unity Dinner/Converge on the Capitol **11-006**

Executive Director Bayes advised board members that it did not make sense for the State to cut the tourism budget when the ROI from Tourism is 7 percent. Bayes highly recommended and encouraged all board members and council to attend the TTIA Unity Dinner and the Converge on the Capitol event that will take place the last week of February. Director Lodge stated that Tourism is an economic engine for the State, advising it is the third largest industry in the State. Director Lodge also stated that if Las Vegas has to advertise, he did not understand why Texas would think that they don’t have to. Director Dockrill asked board members to coordinate with CVB staff if they wanted to attend the event. No further action.

Consider/Discuss/Act – Chamber Tourism Partner of the Year Award **11-007**

Director Dockrill moved for nominations for MCVB Tourism Partner of the Year Award. The vote was narrowed down between Chestnut Square and the Holiday Inn Hotel & Suites. The Holiday Inn Hotel & Suites received the majority of votes. No further action needed.

Consider/Discuss/Act – Director’s Report on Existing Projects, Initiatives and Events **11-008**

Executive Director Bayes distributed a staff report to board members for their review. Bayes highlighted the following upcoming events: South West Showcase – staff member Villanueva and Grand Hotel Sales Rep. Terry Spears would be attending; Executive Director Bayes and Director Dockrill to present to city council on the first of February; Veterans Memorial Park ground breaking is scheduled for February 16, 2011 with the unveiling of the park to take place on 11-11-11. No further action required.

Citizens Comments **11-009**

MCDC board member Dan Hall updated board members that a new round of grant requests has been submitted to MCDC. MCDC board chair Tracy Rath stated MCDC meetings are open to the public as well as their sub-committee meetings and encouraged anyone that is interested to attend. There were no other citizen’s comments.

ADJOURN

There being no further business, Director Dockrill moved for a motion to adjourn. Director Rattan made the motion and Director Lodge seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 5:01 p.m.

Ian Dockrill Date
Board Chair

The next scheduled MCVB Board meeting will be held Monday, February 28th at 3:00 p.m.; Best Western McKinney Inn & Suites located at 480 Wilson Creek Blvd.