

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

NOVEMBER 28, 2017

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia, McKinney, Texas on November 28, 2017 at 8:00 a.m.

Chair Sally Huggins called the meeting to order at 8:05 a.m. after determining a quorum was present.

Board members present: Chair Sally Huggins, Vice Chair Jennifer Estes, Secretary/Treasurer Connie Gibson, Hal Harbor, Jim Bressler, Bryan Perkins and Julia Baublis.

Staff: Executive Director Dee-dee Guerra, Administrative Assistant Ashley Ford, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes and Staff Assistant Sue Davis.

Guests: Assistant to City Manager Barry Shelton, Senior Financial Analyst Eric Corder, City Councilman Scott Elliott, City Councilman La'Shadion Shemwell, MCDC Secretary Hamilton Doak, McKinney Main Street Director Amy Rosenthal, Sheraton McKinney Hotel GM Ryan Miyamoto, Sheraton McKinney Hotel GM Assistant Kellea Collier, Sheraton McKinney Hotel Director of Sales Dawn Patterson, Heard-Craig Museum of Art Executive Director Karen Zupanic, Mayor of Allen Nate Pike, Heritage Guild of Collin County Executive Director Jamie Pedigo, Collin County History Museum Executive Director Mary Carole Strother, Dennis Williams of Kiwanis Club of McKinney, and Sara Thomas with the Holy Family School Board.

Board members unanimously approved the motion by Board member Hal Harbor, seconded by Board member Julia Baublis, to approve the following consent items:

- 17-1147** Minutes of the McKinney Convention & Visitors Bureau Board Meeting of October 24, 2017.
- 17-1148** Minutes of the McKinney Convention & Visitors Bureau Finance Committee Meeting of October 23, 2017.

- 17-1149** Presentation from the Sheraton Hotel & Conference Center from General Manager Ryan Miyamoto, General Manager Assistant Kellea Collier and Director of Sales Dawn Patterson. General Manager Miyamota provided an update about the Sheraton closing out its third year. He stated although many hotels in the Dallas area have been flat in occupancy, the Sheraton McKinney has continued to grow with a close-out for the year at 80 percent. Sheraton GM Miyamoto advised board members they are projecting to have nearly \$8 million in total revenue for the year 2017, which is just at two and a half percent growth over last year. He reported the hotel has a satisfaction rating of 72.3 percent. General Manager Assistant Kellea Collier discussed the impact of the merger with Starwood Hotels and Resorts reporting that members of the Marriott Rewards program and Starwood Preferred Guest (SPG) can link their rewards accounts to and redeem points at all hotels under both flags. Director of Sales Dawn Patterson advised board members that her primary focus this year is group room sales. Patterson reported that their group room budget fell short by approximately 150 rooms for 2017. Ms. Patterson advised board members their goal for 2018 is 19,000 room nights. Additionally, she reported their banquet and catering budget is \$1.4 million. Lastly, Ms. Patterson shared that Marriott put together a presentation for Toyota North Texas Corporate from which they received an RFP for their first Toyota group for March 2018.
- 17-1152** The Heard-Craig Museum of Art presented a grant proposal in the amount of \$7,540 for Marketing, Advertising and Promoting their Art Meets Floral Regional Design Competition. Nate Pike and Karen Zupanic explained that the event combines artwork from various artists with floral interpretations of the art. The event is on (April 26-28, 2018).
- 17-1153** Jaymie Pedigo presented the Heritage Guild of Collin County's grant proposal in the amount of \$1,500 for marketing, advertising and

promoting the Heritage Guild Murder Mystery Dinner. The event will take place in (February 2018).

17-1154 Mary Carole Strother with the Collin County History Museum presented a grant request in the amount of \$1,600 to purchase a Padcaster studio. Ms. Strother emphasized that this will enable them to share digital content for their 2019, "Then & Now Exhibit." The Padcaster will be used to interview and showcase the unique businesses and highlight the heritage of the buildings that are located on the downtown square.

17-1155 Dennis Williams with the McKinney Kiwanis presented a grant request in the amount of \$5,000 for marketing, advertising and promoting the McKinney Kiwanis 2018 Triathlon. Mr. Williams stated their target participation number is 400 for the triathlon and 150 in the children's triathlon, with total event attendance projected to be 1,000 including spectators.

17-1156 Sara Thomas with the Holy Family School presented a grant request in the amount of \$8,000 for marketing, advertising and promoting the Believe! Race. She reported there were 895 registered runners last year. This event will be on Nov. 6, 2018.

17-1151 Board & Liaison Reports

City of McKinney – Assistant City Manager Barry Shelton reported the City Council will be meeting in special session in the Council Chambers of the Municipal Building on Nov. 29 at 8:30 a.m. In addition, Mr. Shelton stated the ribbon cutting ceremony for the new McKinney National Airport hangar will be Dec. 15. Mr. Shelton reported that the John & Judy Gay Library and the McKinney's Dr. Pepper Star Center are both under design for facility expansion.

Main Street/MPAC – Executive Director Amy Rosenthal thanked board members for their support with the 2017 Home for the Holidays Festival, stating that it was a huge success. She also reported the Tree Lighting

Ceremony had the largest attendance to date. Ms. Rosenthal reviewed some upcoming events, including Santa's Helpers Toy Drive (Dec. 7), Annual Christmas Parade of Lights (Dec. 9) and Breakfast & Photos with Santa (Dec. 9). Lastly, Ms. Rosenthal shared the Downtown McKinney shuttle "Dash" won the Spirit of Downtown Award at the Texas Downtown Annual Conference held in McKinney in November 2017.

MCDC – Hamilton Doak shared with the board information about the survey that was conducted by the McKinney Community Development Corporation (MCDC) to gather input from citizens on priorities for quality of life amenities in McKinney. He stated that 77 percent of the respondents thought a large outdoor amphitheater venue was a great idea and 71 percent wanted zip lining as an activity for the parks department. Lastly, he advised the board members that MCDC will start their Promotional and Community Grant cycle in December.

Finance Committee – Board member Jim Bressler provided a budget and hotel occupancy update. He advised the board that average sales for The McKinney Shop is about \$1,500 a month.

- 17-1150** Executive Director's Report – Executive Director Guerra reported the MCVB hosted the Texas Downtown Association (TDA) in November, bringing in over 250 guests from more than 100 cities throughout the state. She reported that the Executive Director from TDA stated 82 surveys showed attendees spent approximately \$15,000 in retail and food sales. Ms. Guerra also reported that she attended the 32nd Texas Travel Industry Association (TTIA) Summit in Arlington. The conference centered primarily on Advocacy for Tourism. Ms. Guerra reported for the second year in a row, the MCVB was awarded the Convention South Readers' Choice award. Lastly, she presented Tourism Partner of the Year information to the board members including recipient criteria, previous recipients, and nominees' recommendations from MCVB staff.

The board will vote on the Partner of the Year recipient at the January 2018 board meeting.

Board Chair Sally Huggins adjourned the meeting at 8:58 a.m.

SALLY HUGGINS
Chair