

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**OCTOBER 29, 2019**

The Visit McKinney Board met in regular session at Tech Culture McKinney, 1720 Bray Central Drive, McKinney, TX 75069 on October 29, 2019 at 8 a.m.

Board members present: Jon Dell'Antonia, who left at 10:23 a.m., Michelle Gamble, Vincent Vittatoe, Jim Bressler, Connie Gibson, Sally Huggins, who left the meeting at 10 a.m., and Bryan Perkins.

Alternate Members Present (non-voting): Tamra Gaines

Absent: None

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, Senior Vice President of McKinney Economic Development Corporation (MEDC) Danny Chavez, President of McKinney Community Development Corporation Cindy Schneible (MCDC), McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, City Council Liaison Rick Franklin, who left the meeting at 10:22 a.m., and City Council Liaison Charlie Phillips who joined the meeting at 9:27 a.m.

#### **CALL TO ORDER**

Board Chairman Perkins called the meeting to order at 8:06 a.m. upon determining a quorum was present.

Perkins greeted the present Council Members, City Officials, as well as guests present: Artistic Director and Conductor of McKinney Philharmonic Orchestra Jason Lim and Executive Director of Ovation Academy Angi Burns.

#### **19-0896 Election of Officers**

Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Vincent Vittatoe, to approve the election of Bryan Perkins as Chairman.

Board members unanimously approved the motion by Board Chairman Bryan Perkins, seconded by Board member Michelle Gamble, to approve

the election of Connie Gibson as Vice Chairman.

Board members unanimously approved the motion by Board member Connie Gibson, seconded by Board member Vincent Vittatoe, to approve the election of Jim Bressler as Secretary/Treasurer.

**19-0903** Appointment Visit McKinney Subcommittee Members a. Finance Committee b. HR Committee c. Marketing Committee

Board Chairman Perkins appointed Jon Dell'Antonia, Vincent Vittatoe and Jim Bressler, to serve on the Finance Committee with Bressler heading up the committee.

Board Chairman Perkins appointed Jim Bressler, Sally Huggins and Michelle Gamble, to serve on the Marketing Committee with Gamble heading up the committee.

Board Chairman Perkins appointed Vincent Vittatoe, Sally Huggins and Connie Gibson, to serve on the HR Committee with Gibson heading up the committee.

## CONSENT ITEMS

**19-0897** Minutes of the Visit McKinney Board of September 24, 2019

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to approve and refer the Minutes of the Visit McKinney Board of September 24, 2019 to the City Council.

## REPORTS

**19-0898** Board and Liaison Reports City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

Board Chairman Perkins called for Board and Liaison Updates

City of McKinney – City Manager Paul Grimes reported that City Council approved a contract with HR Green, a consulting firm, to develop a strategic plan on how to approach 5G technology. Grimes reported on the recruitment process of the Assistant City Manager Position. More

information will be given after the November 5<sup>th</sup> Council Meeting. Grimes reminded everybody about the upcoming State of the City meeting next week. Grimes provided an update on the resort hotel on the request of Board member Dell'Antonia.

Board Chairman Perkins introduced Facility Director Michael Ray of Tech Culture McKinney, who gave an overview of the meeting venue, and Perkins expressed gratitude for hosting the Visit McKinney Board.

MCDC - President Cindy Schneible reported about the recent election of MCDC officers and the status of the grant approval process. Schneible reminded that nominations are currently accepted for the annual Quality of Life Award, both for an individual as well as for an organization. MCDC's Board was recently interested in more effectively communicating the impact "buy local" has on investment and the quality of life in McKinney. In addition, Schneible showed samples of the newly developed brand identity and discussed, on the request of Bressler, various citizen surveys the City and MCDC have done in the past, what the results were, and which surveys are upcoming in the future. Grimes pointed out that the results of the biennial Citizen Satisfaction Survey can be found on the City's Website. Schneible continued by reporting on the re-opening of the Merritt McGowan Manor Apartments at 1200 N. Tennessee St. in McKinney and the container housing project.

MEDC - Senior Vice President Danny Chavez mentioned the changing recruitment and expansion strategies of the EDC, the EDC board passing an Innovation Fund which hyper focuses on technology, and the recruitment strategy to bring new companies to McKinney. At this time, Chavez gave his scheduled presentation.

**19-0900** McKinney Economic Development Corporation (MEDC) presents Business Retention and Expansion Program (BREP).

**19-0898** Board and Liaison Reports City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee (resumed)

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal thanked everyone for their support during Oktoberfest and highlighted some of the participation numbers. The focus for Main Street now is on the Home for the Holidays, the community sponsored Christmas tree and the four concerts coming up in November. Rosenthal reported that the neon signs are coming and explained the move from Scare on the Square to Trick or Treat Trails which was attended by an estimated 10,000 people.

Visit McKinney Finance Committee – Board member Bressler pointed out that the books, like every year, are not fully closed yet. As of now, Visit McKinney is under budget by about \$26,000. Executive Director Guerra explained it's due to personnel vacancies, unused postage due to less physical mailings, some unused professional services due to no-shows of providers, and various lower fees that the City negotiates. Overall the budget will be expected to be under by about \$9,000 and \$4,000 in grant funds for the Heard Museum will be allocated for next year. On the revenue side, about \$23,000 less was collected on the Hotel Occupancy Tax compared to last year. The month of September had a pretty substantial fall off from the prior year, down 6.6 percent, the average rate was down 2.1 percent. Looking at the running 12 months, which coincide with the fiscal year, collection of HOT taxes was down 1.9 percent. The occupancy rate last year at the same time is down 4.9 percent and prior year down 0.5 percent, an improvement overall. Compared to the surrounding cities, McKinney is doing well. Despite the trends, McKinney hotels were able to continue to hold room rates steady, with rates only recently eroding a little bit.

Board Chairman Perkins decided to move the grant applications before agenda item 19-0899 and hear the Executive Director's Report at the end.

REGULAR AGENDA

- 19-0901** Consider/Discuss the Grant Application from Odysseus Chamber Orchestra dba McKinney Philharmonic Orchestra in the Amount of \$1,700 for the Advertisement and Promotion of Orchestra Events

A presentation was given by Artistic Director and Conductor of Odysseus North Texas Chamber Orchestra Jason Lim. The Marketing Committee will meet on the grant application next month and bring the recommendation back to the board.

- 19-0902** Consider/Discuss the Grant Application from Ovation Academy in the Amount of \$15,000 for the Advertisement and Promotion of Chaplin the Musical

A presentation was given by Executive Director of Ovation Academy Angi Burns. The Marketing Committee will meet on the grant application next month and bring the recommendation back to the board.

- 19-0899** Executive Director's Report

Executive Director Guerra highlighted staff accomplishments, like the reformatting of the weekly newsletter and 15 RFPs gathered at Small Market Meetings. Guerra reported about current ongoing projects such as the Texas Music Friendly City Certification and the status of the hiring process of the new salesperson. The board decided to keep the November Board meeting on November 26, 2019, and canceled the December meeting. Guerra gave a year in review presentation and pointed out the annual look book that shows all staff has done in the past year.

The board was especially impressed at the amount of free publicity generated at an almost 10:1 return and the ratio of a \$670,000 Visit McKinney budget from the Hot Tax Dollars generating \$10.2 million dollars in local taxes. The board expressed that Visit McKinney is a strong economic engine that is often overlooked and under appreciated

for the amount of dollars that are generated for the City.

#### CITIZEN COMMENTS

Board Chairman Perkins called for Citizens Comments. There were none.

#### BOARD OR COMMISSIONER COMMENTS

Board Chairman Perkins called for Board or Commissioner Comments. There were none.

#### ADJOURN

Board Chairman Perkins adjourned the meeting at 10:32 a.m.

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BRYAN PERKINS  
Chair