

VISIT MCKINNEY BOARD

REGULAR MEETING

SEPTEMBER 29, 2020

The Visit McKinney Board met in regular session via Zoom Teleconference on September 29, 2020, at 8:30 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Sally Huggins, and Connie Gibson, who chaired this meeting in Bryan Perkin's absence.

Absent: Jim Bressler, Bryan Perkins

Alternate member present: Tamra Gaines filled in for Jim Bressler in a voting capacity.

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, MCDC Board Liaison John Mott, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, Environmental Education Coordinator Martha Cavazos-Fipps, and City Council Liaison Richard Franklin, who joined the meeting at 8:42 a.m.

CALL TO ORDER

Board Vice Chair Connie Gibson called the meeting to order at 8:30 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that nobody from the public was in attendance so there were no citizen comments.

CONSENT ITEMS

20-0840 Minutes of the Visit McKinney Board Meeting of August 25, 2020

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to approve and refer the minutes of the Visit McKinney Board Meeting of August 25, 2020, to City Council.

REPORTS

Board Vice Chair Connie Gibson called for Board and Liaison updates.

20-0841 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee, Visit McKinney Marketing Committee

City of McKinney – City Manager Paul Grimes gave updates regarding the City Council adopted budget that includes for the first time in recent memory a “no new revenue tax rate”, the “Business Assistance Grant Program”, funded by the CARES act that is completed from the City’s standpoint, gave an update on the ongoing equivalent program handled through the County, and mentioned the Housing Assistance Program that is still open. The City funded 187 businesses for a total of \$4.2 Million.

MEDC – No representatives from MEDC were present. Board Vice Chair Connie Gibson asked Board Members to refer to the respective attached report.

MCDC – MCDC Board Liaison John Mott explained the three project grants and the additional grant for the Hub 121 Project that were approved at the August meeting, mentioned the amended project grant for the District 121 Project that was approved at the September meeting, and answered questions regarding potential tenants for that area. City Manager Paul Grimes gave a more detailed overview of how the space will look at buildout.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal detailed all the modified individual “Oktober” festivities this fall that are replacing the traditional Oktoberfest this year so a safe and socially distanced environment can be provided. Rosenthal described the newly-arrived “Better Block in a Box” and previewed some of the upcoming modified Christmas and Home for the Holidays festivities to include a carousel available for the entire month, increased holiday decorations, and a specially featured “Small Business Saturday” the day after Black Friday. The Christmas tree will arrive November 17, 2020. Rosenthal alerted all members to mark their calendars for the first week in June, 2021 as this is the proposed date for the Texas Music Revolution, a live music festival that is being moved from Plano to McKinney. The contract is in the process of being approved by the City Council.

Board Vice Chair Connie Gibson invited City Council Liaison Richard Franklin to provide information; he had none. There were no further updates.

McKinney Finance Committee – Board member Vincent Vittatoe went through the STR report with the Occupancy, Average Daily Rate (ADR) and Revenue per Available Room numbers (RevPAR) and compared the numbers with the surrounding cities. Noting that expenses are controlled well, McKinney is leading the market regarding the occupancy rate and two more hotels are opening soon (Tru by Hilton and Fairfield by Marriott).

McKinney Marketing Committee – Board member Michelle Gamble reported on the progress made with Simpleview regarding the new website, expressed how impressed she was with the Simpleview team, mentioned that the grant submission deadline was extended to October 19, 2020, and that grant presentations will be held at the October meeting.

20-0842 Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached report and the attached Texas Travel Alliance 87th Legislative Agenda, highlighting the five legislative focus areas: Promoting Travel, Economic Growth, Workforce Development, Transportation Infrastructure, and Safety, Security, Accessibility. Guerra thanked all parties involved in the 9/11 Patriot Day Walking Memorial at Mitchell Park, described how successful it was, and mentioned that this will be a yearly event. Guerra outlined this year's format of the State of the City event on November the 5, 2020, reported about her recent site visit with the Byron Nelson team, and listed all involved hotels. Visit McKinney will have a booth at the Byron Nelson so Guerra called for volunteers to staff it from May 10 through May 16, 2021. Guerra described the location and projected opening dates of the two new hotels mentioned by Board member Vincent Vittatoe earlier and confirmed with City Manager Paul Grimes that the Resort Hotel is still on track to be build. Guerra asked Communications Manager Beth Shumate to give an update about the recent Influencer visit from "My Curly Adventures" and Visit McKinney's 5th consecutive nomination for the Reader's Choice Award with Convention

South, asked Sales Managers Vanesa Rhodes and Marie Woodard for their respective sales reports, and answered further questions about the legislative agenda.

REGULAR AGENDA

20-0843 Presentation of the McKinney Monarch Initiative

Martha Cavazos-Fipps, Environmental Education Coordinator, gave a presentation about the McKinney Monarch Initiative. A discussion followed around environmental issues and Cavazos-Fipps answered questions that arose. Board Member Sally Huggins shared the bee initiative at Medical City McKinney and the focus on landscaping with pollinator plants.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Vincent Vittatoe, seconded by Board member Michelle Gamble, to adjourn the meeting at 9:51 a. m.

BRYAN PERKINS
Chair