

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

FEBRUARY 26, 2019

The McKinney Convention and Visitors Bureau Board met in regular session at the Apex Centre, 3003 Alma Rd, McKinney, Texas on February 26, 2019 at 8:00 a.m.

Board members present: Board Chair Bryan Perkins, Vice Chair Connie Gibson, Secretary/Treasurer Julia Baublis, Jim Bressler, Jon Dell'Antonia, and Vincent Vittatoe.

Absent: Michelle Gamble.

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, and Sales Manager Vanesa Rhodes.

Absent: Administrative Assistant Cortney Marsh, and Staff Assistant Sue Davis.

Guests Present: Councilman Rainey Rogers, Assistant City Manager Barry Shelton, GIS Analyst Tonya Fallis, Historic Preservation Officer Guy Giersch, guest speakers Jason Lim, Karen Zupanic, Angela Poen, Michele Bernard, Jennifer Burke, Karen Kimball and fifteen additional guests in attendance.

Board Chair Bryan Perkins called the meeting to order at 8:08 a.m. after determining a quorum was present.

19-0152 Board members unanimously approved the motion by board member Julia Baublis, seconded by board member Jim Bressler to approve minutes of the MCVB Meeting of January 22, 2019, with noted correction.

19-0153 Board & Liaison Reports

City of McKinney – Assistant City Manager Barry Shelton discussed the new Chestnut Commons parking garage in downtown as well as an upcoming parking study and signage study. Temporary signage is being worked on to ensure the public is aware of where to find free parking. A consultant will be brought in to help the city rewrite zoning ordinances starting in March. The Hardin and 380 area has been a high-development area and continues to bring in prospects. Hub 121 has broken ground for developments such as restaurants, retail, and office space, creating an urban mixed-use environment. Councilman Rainey Rogers informed the

board and staff of upcoming bond elections, allocating \$75 million for Public Safety, \$50 million for municipal community complex, \$91 million for Parks and Recreation, \$34 million for Public Works facilities, and \$100 million for street improvements.

MCDC – CDC Board member Jackie Brewer spoke to the board about the most recent grant recipients to be awarded.

Main Street – Ms. Guerra spoke on behalf of Amy Rosenthal, informing the board that Krewe of Barkus would take place on Sunday, March 3, at the new garage at Chestnut and Virginia. The parade begins at 2 p.m.

Finance Committee – Mr. Bressler reviewed financials with the board, stating the MCVB is currently down \$2,000 because of billing cycles. December is the first month following an 18-month trend where the CVB was up year-over-year.

Marketing & Development Committee – Ms. Baublis reported that promotional grant requests will be reviewed by the committee prior to the next board meeting.

19-0154 Executive Director Report – Ms. Guerra advised the board there is no news yet on the renewal of the NCAA three-year contract; an update is expected any day. The economic impact from NCAA fell short of the city's projected \$177,000 coming in at approximately \$157,000. Guerra had dinner with Drum Corp International representatives to discuss a three-year contract with them starting 2020. The CVB is still awaiting final information on the bloggers hosted back in November. Ms. Guerra reviewed Sales Manager Vanesa Rhodes sales efforts along with trade show activities. Ms. Guerra thanked board member Vince Vittatoe for connecting the CVB with a bus tour opportunity here in McKinney. The staff has created weekend itineraries to inspire new tourism opportunities, including using these in conjunction with the bus tours.

19-0155 Due to an unexpected illness, the Parks and Recreation presentation by Executive Director of Parks and Recreation Michael Kowski will be

postponed to a future date.

- 19-0156** Presentation on walking tours by GIS Analyst Tonya Fallis and Historic Preservation Officer Guy Giersch. Fallis and Giersch have been working together to create mapping tools for the historic commercial and residential areas of McKinney. These web maps are available at www.mckinneytexas.org/walkingtours. Mr. Giersch addressed the board, informing them of McKinney's Cultural District Designation. They have also been providing monthly free tours starting from the Visitors Center.
- 19-0157** Consider/Discuss the Grant Application submitted for the Odysseus Chamber Orchestra seasonal concerts for 2019 in the amount of \$1,500. Jason Lim presented the board with the vision of the Odysseus Chamber Orchestra as well as its past achievements. The orchestra currently provides seasonal concerts, allowing young artists the opportunity to work side-by-side with experienced musicians. Having additional grant money to help increase advertising on the radio, press releases, and ads on Facebook will allow them to expand their demographic.
- 19-0158** Consider/Discuss the Grant Application submitted for the Art Meets Floral event in the amount of \$5,000. Karen Zupanic presented plans to the board for the 5th Annual Art Meets Floral event. This event brings in art from the 17th Century through today, along with local florists and those from sister cities during Arts in Bloom in April. Past advertising dollars were spent bringing in tourism from Texas, Louisiana, New Mexico, and Oklahoma, with visitors coming from 37 surrounding cities.
- 19-0159** Consider/Discuss the Grant Application submitted for the 2nd Annual Star Spangled Salsa Fest in the amount of \$1,500. Michele Bernard and Angela Poen presented to the board. The event is family-friendly and will follow the Red, White and Boom parade in downtown McKinney. Proceeds from the event benefit the Community Kitchen Garden of Collin County, with vendors coming from all over Texas.
- 19-0160** Consider/Discuss the Grant Application submitted by the Arts and Music

Guild in the amount of \$8,000. Jennifer Burke reviewed with the board the growth of the McKinney Art Studio Tours since 2009. This event hosted 37 artists in 2018, including a puppeteer. MAST is a program of the Arts and Music Guild in McKinney. Grant dollars from the MCVB would be used to expand their marketing up to 200 miles outside of McKinney. To-be-developed brochures would be placed in hotels to advertise ways to get involved with local artists and to create unique experiences.

- 19-0161** Consider/Discussion the Grant Application submitted by Imagine International Academy of North Texas in the amount of \$5,000. Advancement Coordinator Karen Kimball with the Friends of Imagine International Academy of North Texas presented to the board. Ms. Kimball advised the board and staff of the school's multicultural student base from all over North Texas. Grant dollars are being requested to create its first annual International Festival at Finch Park, with several international organizations performing. Posters and postcards will be sent home with students to market the event in their communities.

Board Chair Perkins called for Citizen and Board comments. There were none.

Board Chair Perkins adjourned the meeting at 10:17 a.m.

Bryan Perkins
Chair