

VISIT MCKINNEY BOARD

REGULAR MEETING

AUGUST 25, 2020

The Visit McKinney Board met in regular session via Zoom Teleconference on August 25, 2020, at 8:30 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, Jim Bressler, Connie Gibson, Sally Huggins, 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, 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, MEDC Executive VP of Operations Abby Liu, and City Council Liaison Richard Franklin, who joined the meeting at 8:32 a.m.

CALL TO ORDER

Board Chairman Perkins 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 and there were no citizen comments.

CONSENT ITEMS

20-0723 Minutes of the Visit McKinney Board Meeting of July 28, 2020

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Connie Gibson, to approve and refer the minutes of the Visit McKinney Board Meeting of July 28, 2020, to City Council.

REPORTS

Board Chairman Bryan Perkins called for Board and Liaison updates.

20-0724 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 “no new revenue” budget that was presented to Council on August 14, 2020, the Census 2020 progress and enumerators filling in the gaps for McKinney residents, and the disbursement of the CARES Act funding. A discussion followed regarding the tax and fee revenue sources for the budget, the downtown construction project, and the state loosening of COVID related restrictions.

MEDC – Board Chairman Bryan Perkins explained that the MEDC Update will be given in conjunction with the MEDC Presentation of the Strategic Plan Highlights at a later point in the meeting.

MCDC – MCDC Board Liaison John Mott referred to the attached August report and referred to Amy Rosenthal to give an update on the Lucky 13 Program.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal thanked Visit McKinney staff and Board members Vincent Vittatoe and Connie Gibson for their participation in the Lucky 13 Contest. Rosenthal praised the success of the Summer Drive-In Concert Series and previewed upcoming events for September, like the Margarita Stroll, the “Parktoberfest” and the unveiling of the Better Block in a Box, and for October events, such as the Bier Walk and the Rocky Horror Picture Show Drive-In Movie Experience in partnership with the Sheraton. A discussion followed regarding the recovery process with the downtown merchants and the resulting sales tax revenue.

City of McKinney (continued) – City Council Liaison Richard Franklin asked board members to check out the new feature on the City’s website called “Housing Hub”, a new one-stop shop of information related to residential development in McKinney, that will go live in October.

Board Chairman Bryan Perkins asked MEDC Executive VP of Operations Abby Liu to give her MEDC Update in conjunction with her presentation of the MEDC Strategic Plan Highlights.

20-0726 Presentation of MEDC Strategic Plan Highlights

MEDC – MEDC Executive VP of Operations Abby Liu gave a presentation about the Strategic Planning Session that the MEDC President held with MEDC Board Members on August 7, 2020. A discussion followed about the focus on “advanced” manufacturing, the role Southwest Airlines has in McKinney, the development plan for the corner of Highways 121 and 75, and the outlook on how COVID-19 has impacted MEDC's business.

Board Chairman Bryan Perkins asked to resume the Board and Liaison updates.

20-0724 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney, Finance Committee, Visit McKinney Marketing Committee

Visit McKinney Finance Committee – Board member Jim Bressler 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 the average daily rate is now under \$100 all around. Bressler praised staff for the budget numbers and taking advantage of cost saving opportunities. Bressler emphasized that now is the time to get invoices in and paid so that the budget numbers are cleaned up by fiscal year's end. Bressler went through the Hotel Occupancy Tax Revenue and went into further detail of the struggles the Sheraton Hotel has had. Executive Director Dee-dee Guerra added that the meeting space at the Sheraton is being utilized by various groups despite not always resulting in booked hotel nights.

Visit McKinney Marketing Committee – Board member Michelle Gamble reported that there were no changes to the strategic plan since their last meeting and shared that the board has been looking at the opportunity to do a re-branding in conjunction with the new website. Simpleview is a Destination Marketing Organization (DMO) expert in that field and with the timing being quite opportune and the funds being freed up by cancellations due to COVID-19, it is a seamless process that makes sense to pursue in conjunction with the redesign of the website. Simpleview's dedicated team will take a deep dive and a look with a fresh perspective at what McKinney has to offer to visitors. A discussion followed regarding the timing of the website launch; board members

praised staff that worked on vetting this company and getting the details worked out on the contracts. Alternate Board Member Tamra Gaines shared her recent experiences going through a similar rebranding effort and applauded staff for looking at a company that has DMO experience.

20-0725 Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached report and praised the free media coverage recently obtained by Communications Manager Beth Shumate, the great cooperation between the different City entities for the Lucky 13 Program, and the awards that visit McKinney won this month during the Annual TACVB Conference. Shumate expanded on the free media coverage and mentioned the upcoming influencer's visit. Sales Managers Vanesa Rhodes and Marie Woodard gave their respective sales reports. Board member Jon Dell'Antonia shared his experience with Homeowner Association events, Board Member Jim Bressler asked Woodard to give an update on sales opportunities in the Austin market, and Board Member Connie Gibson asked Rhodes to report on her recent experiences with weddings and wedding venue bookings.

REGULAR AGENDA

20-0727 Consider/Discuss/Act on the Lease Agreement with Jim Latino

Board members unanimously approved the motion by Board member Jim Bressler, seconded by Board member Jon Dell'Antonia, to approve the lease agreement with Jim Latino.

20-0728 Consider/Discuss/Act on Approval of Visit McKinney Strategic Plan for FY 20/21

Board members unanimously approved the motion by Board member Michelle Gamble, seconded by Board member Jon Dell'Antonia, to approve the Visit McKinney Strategic Plan for FY 20/21.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

Board Chairman Bryan Perkins also thanked Board members Vincent Vittatoe and Connie Gibson for their time and effort to participate in the Lucky 13 Contest. Board member Jon Dell'Antonia reinforced the best practices and his experiences in using the same company for the rebranding and the website design, praised the capability of an outside company to be able to look in and shine a new and fresh light on Visit McKinney, and enforced that the timing for a rebrand is right. City Manager Paul Grimes re-iterated that the City's Communication Department also is available to do the re-branding effort. Perkins affirmed that the board knows this was an option and thanked Grimes for all the City's resources that are available to Visit McKinney.

ADJOURN

Board members unanimously approved the motion by Board member Bryan Perkins, seconded by Board member Connie Gibson, to adjourn the meeting at 9:42 a. m.

BRYAN PERKINS
Chair