

VISIT MCKINNEY BOARD

REGULAR MEETING

SEPTEMBER 26, 2023

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Encore Wire Board Room, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, September 26, 2023, at 8:00 a.m.

Board members present: Connie Gibson, Deidre Woodard, Emily McClure, Katie Scott, Whitney Nash, Alternate Jon Christopher Davis. Board members Janie Pena and Patrick McGuire entered at 8:03 a.m.

Absent: None.

Alternate member present: Jon Christopher Davis filled in for Patrick McGuire who entered the room at 8:03 a.m. after the meeting had started. McGuire sat as a member of the public in a non-voting capacity.

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, City Manager Paul Grimes, and Downtown Cultural District Director Andrew Jones. Also present were City Council Liaisons Patrick Cloutier and Justin Beller, and MCDC Board Liaison Jon Dell'Antonia

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:00 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

- 23-0769** Minutes of the Visit McKinney Board Meeting of July 25, 2023. Board members unanimously approved the motion by Board member Deidre Woodard, seconded by Board member Emily McClure, to approve and refer the minutes of the Visit McKinney Board Meeting of June 27, 2023, to City Council.

REPORTS

- 23-0770** Board Chair Connie Gibson called for Board and Liaison Reports.

City of McKinney. City Council liaisons Justin Beller and Patrick Cloutier gave an update on the appointment of a new bond committee to make four to five bond recommendations for in advance of the May 2024 elections.

McKinney Community Development Corporation. MCDC Board Liaison Jon Dell'Antonia advised that the organization is involved in the second phase of grants for this year. There were no questions from the board for Dell'Antonia.

McKinney Main Street / MPAC. McKinney Cultural District Director Andrew Jones publicly thanked all the city departments – Streets, Fire, Police, Visit McKinney, etc. – for a wonderful Oktoberfest events. He stated that the VIP Experience, a new offering this year, was a big success. Jones also gave an update on upcoming events in Downtown McKinney and at the McKinney Performing Arts. Jones stood for questions.

Visit McKinney Marketing Committee. Board member and Marketing Committee Chair Katie Scott gave an update on current marketing initiatives and reviewed marketing metrics from the Destination Dashboard. She also reported that the Visitor Experience Center and Shop traffic and sales has been strong in its first three weeks. Scott stood for questions.

Visit McKinney Finance Committee. Board member Whitney Nash covered the operating statement from July and August, stating that the budget was 85% spent as of the end of August. She also reviewed the Occupancy Report, and the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR). Nash stood for questions.

23-0771 Executive Director's Report. Executive Director Aaron Werner acknowledged the three board members for whom the September meeting would be their last serving on the Visit McKinney Board, thanking them for their service and giving each of them a thank you gift. He reported that two new members and a new alternate will attend an onboarding introductory lunch meeting with staff in early October.

REGULAR AGENDA ITEMS

23-0772 Consider/Discuss/Act on Changes to the Visit McKinney Grant Program. Executive Director Werner discussed how the current Grant process is structured. Round 1 applicant presentations usually take place in October of each year, always the first meeting for new board members. Werner recommended moving the first-round deadline to early-mid November with presentations taking place at the November meeting and the board voting on awards in either the December or January meeting (if there is no December meeting). The second round could move from the previous application deadline of February to a new deadline in May with voting on grant awards taking place in June. Discussion followed. Werner also presented a possible new matching development grant to encourage businesses to develop new projects that benefit the growth of tourism in McKinney, and board discussion followed. Board member Scott made a motion that grant dates for FY 2023-24 be moved to reflect Werner's suggestion – grant applicant presentations be made in November and in May with grant awards being announced in the meeting following the presentations. Second made by Board member Pena. Motion carried unanimously. Board member Woodard made a motion about adding the matching destination grant as an option in 2024 with second by Board member Nash. Motion carried unanimously.

PUBLIC COMMENTS Regarding Matters not on the Agenda. There were no public comments.

BOARD AND MANAGER COMMENTS

Board Chair Gibson commented that she loved serving on the Visit McKinney Board, thanked everyone for their friendship and wished the board members well in future endeavors.

Board Member Woodard, who is Visit McKinney's liaison to the Parks & Rec Board, updated the board on the new kayak rental program and informed that the Parks Board discussed renaming the Veterans Memorial Park after R.D. Foster. She then echoed Gibson's comments about loving serving on the board, and about all her friendships made.

ADJOURN

Board members unanimously approved the motion by Board Member Woodard, seconded by Board Member Nash, to adjourn. Meeting adjourned at 9:20 a.m..

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by Visit McKinney board members on: _____.

CONNIE GIBSON
Board Chair

WHITNEY NASH
Secretary / Treasurer