

VISIT MCKINNEY BOARD

REGULAR MEETING

OCTOBER 28, 2025

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the City Hall Council Chambers, located at 401 E. Virginia Street, McKinney, Texas on Tuesday, October 28, 2025 at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:08 a.m. upon determining a quorum of the following Board Members were present: Brian Medina, Keith Gall, Katie Scott, Carol Sullivan, Taryne Bolton (arrived at 8:20 a.m.)

Absent: Juanita Pena, Patrick McGuire, Jill Thompson Barnes

The following City Council Members were present: Patrick Cloutier and Justin Beller

The following Visit McKinney Staff were present: Alisha Holmberg, Sarah Nolting, Paula Martin and Emily Myrick.

There were 8 members of the public present in the audience.

Board Chair Katie Scott call for officer nominations for the 25-26 year.

25-3319 Election of Officers a. Chair b. Vice Chair c. Treasurer

Slate of Officers nominated:

Chair – Katie Scott

Vice Chair – Brian Medina

Treasurer – Keith Gall

Board Members unanimously approved the motion by Board Member Carol Sullivan and seconded by Board Member Brian Medina, to Approve the slate of officers as nominated.

Board Chair Katie Scott appointed Board Members to the Finance and Marketing Committees.

25-3320 Appointment of Visit McKinney Committee Members

Finance Committee: Chair Keith Gall, Jill Thompson Barnes, and Patrick McGuire

Marketing Committee: Chair Brian Medina, Janie Pena, and Carol Sullivan

25-3321 Appointment of a Visit McKinney Liaison to the Parks & Recreation Advisory Board

Board Chair Katie Scott appointed Board Member Taryne Bolton as the Liaison to the McKinney Parks and Recreation Board.

25-3322 Minutes of the Visit McKinney Meeting of September 30, 2025

Board Members unanimously approved the motion by Board Member Keith Gall and, seconded by Board Member Brian Medina, to Approve Minutes of the Visit McKinney Meeting of September 30, 2025.

Board Chair Katie Scott called for Board and Liaison Reports.

25-3323 Board and Liaison Reports City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, McKinney Parks and Recreation, Visit McKinney Finance Report, Visit McKinney Marketing Report

Councilman Cloutier presented for the City of McKinney. MEDC, MCDC, and Main Street did not have a representative in attendance to present reports.

Board Chair Katie Scott called on Alisha Holmberg to present the Assistant Director's Report.

25-3324 Assistant Director's Report

Board Chair Katie Scott called for regular agenda item

25-3325 2025 Texas Travel Awards Winners

Bingham Estate - Unique Lodging

Tupps Brewery - Best Brewery

Representatives from The Bingham Estate and Tupps Brewery were in attendance to accept their awards.

Board Chair Katie Scott called public comments regarding matters not on the agenda. There were none.

Board Chair Katie Scott called for Board and Director comments.

Board Chair Katie Scott called to Adjourn the meeting.

Board members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Brian Medina, to Adjourn. The meeting was adjourned at 8:41 a.m.

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A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Visit McKinney Board on November 25, 2025, and referred to the City Council Regular Meeting of Tuesday, December 16, 2025, for City Council approval.

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

SIGNED:

KATIE SCOTT, Chair
BRIAN MEDINA, Vice Chair

ATTEST:

PAULA MARTIN, Executive Assistant
City of McKinney, Texas