

*The mission of the McKinney Convention and Visitors Bureau is to market
McKinney as the Destination of Choices*

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

July 8, 2010

The MCVB Board met for a Regular Meeting in the McKinney Convention & Visitors Bureau conference room on July 8, 2010.

Present were: Directors Ian Dockrill, Colleen Via-Friend, Angie Bado, Erica Tate, Trae Gardner, George Lodge, City Finance Liaison Jason Weeks, Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, and Communications Manager Beth Shumate. Absent were Directors John Rattan and Heidi Zuber, City Council Liaison Ray Ricchi, and Tourism Sales Manager Dee-Dee Villanueva.

Call to Order

Director Dockrill called the meeting to order at 3:04PM.

Introductions

10-042

Director Dockrill noted there were no guests present and moved to the next item on the agenda.

Approval of Minutes of Regular Board Meeting May 24, 2010

10-043

Director Dockrill asked for a motion to approve minutes from the May 24, 2010 MCVB Board meeting. Director Gardner made the motion to approve with a second made by Director Via-Friend. The minutes were approved unanimously. No further action needed.

Consider/Discuss/Act – 2010-2011 MCVB Budget

10-044

Executive Director Diann Bayes stated there are no changes to budget from what was discussed at last month's board meeting. Bayes reviewed there is an 18% cut for next year's budget and total budget is \$523,198. City Finance Liaison Jason Weeks advised board that Executive Director Bayes will be presenting the budget to the council at the August 6, 2010 council retreat. Director Dockrill asked for motion to approve budget for presentation to council. Director Bado moved to approve, Director Tate second motion. The budget was approved unanimously. No further action needed.

Consider/Discuss/Act – Replacement of Vice-Chair Position

10-045

Director Dockrill advised board members that Director John Dugan has resigned his position on the board and has taken a position in the San Angelo area thus creating an immediate opening for the Vice-Chair position as well as Chairman of the Development Committee and as the MCVB liaison to the McKinney Economic Alliance. Director Dockrill advised board members that he, Executive Director Bayes and John Dugan met prior to John's departure and nominated Director Trae Gardner to fill the role of MCVB liaison to the McKinney Economic Alliance, Director Gardner accepted that role. Director Tate volunteered to chair the Development Committee, Director Via-Friend seconded the nomination, all were in favor. Director Dockrill nominated Director Gardner for the Vice-Chair, Director Lodge seconded the motion, and all were in favor. Executive Director Bayes stated both Director Rattan and Zuber's seat on the board will expire in October 2010. She also stated the Main Street representative will be appointed by City Council. Executive Director Bayes thanked Director's Lodge & Gardner for assisting her at the Boards & Commission reception. Director Dockrill stated he was pleased with last

year's list of qualified candidates for board and was confident council members would select strong candidate to replace the open MCVB board positions. No further action needed.

Consider/Discuss/Act –CTA Class Update

10-046

Executive Director Bayes advised board members of the Certified Tourism Ambassador class she and staff member Villanueva will be conducting is scheduled for August 18, 2010 from 1-5 pm at the Heard Craig Performance Hall. Bayes encouraged board members to sign up for class and also advised that she has extended invitation to our Hoteliers. No further action required.

Consider/Discuss/Act –Director's Report on Existing Projects, Initiatives and Events

10-047

Executive Director Bayes stated since the marketing committee did not meet, she was including a marketing report in the update. Bayes advised board members that the MCVB staff has been working diligently in getting media coverage on McKinney. Communications Manager Beth Shumate had contacted several media outlets and was able to secure coverage about McKinney. This coverage ranges from McKinney being mentioned in a book titled "Green American" to a two-minute feature on WFAA (Channel 8) news coverage story of a soldier proposing to his girlfriend at the McKinney Hometown 4th of July Parade that the CVB organized. Executive Director Bayes also stated the CVB is working very closely with location scouts for the NBC program "Chase" as well as CNN Money/CNN.Com featuring McKinney and what there is to do in our town. Staff member Villanueva had very productive meetings with government associations in Austin and is working with the Grand Hotel to secure that business. There was also discussion on the progress of the Cultural Tourism Coalition, Bloomin' & Boomin' and how the CVB works with other CVB's during hurricane season to assist families with hotel accommodations when asked to evacuate their hometowns. Executive Director Bayes advised board members she will be on the 12 member board of the TACVB beginning in August and looks forward to representing McKinney on a State level. Bayes also stated she has been asked by MEDC to serve on a McKinney Government Grants Research Committee with MEDC. The committee meets monthly and looks at grant opportunities both Federal & State to help different organization & businesses that need funding. This committee is also planning on hosting a workshop with the City Grants coordinator on how to write a Grant. Executive Director Bayes updated board members of upcoming events, there was discussion of the reopening of Storybook Ranch, and also reviewed the rates of hotels in Allen vs. hotels in McKinney. Bayes also advised board members of other advertising opportunities that include co-op advertising with Plano & Frisco, web-marketing, and hosting a travel writer, Michelle Newman who wrote a two page story of B& B's in McKinney. Director Gardner advised board of information he gathered from the McKinney Development Alliance, stating that McKinney is working on ways to bring more tax dollars to McKinney, as well as more industry. The alliance wants to make McKinney a "one stop shop" for businesses, industries, and attractions to move to McKinney. No further action required.

Committee Reports

10-048

Marketing Committee – Did not meet.

Development – Did not meet.

Finance – Did not meet.

Report of meetings, events of other Boards/Entities by Liaisons

10-049

There were no other Board/Entities present.

Citizens Comments

10-050

There were no citizen's comments.

ADJOURN

There being no further business, Director Dockrill moved for a motion to adjourn. Director Bado made the motion and Director Lodge seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:09 p.m.

Ian Dockrill Date
Board Chair

The next scheduled MCVB Board meeting will be held Monday, August 23, 2010, at 3:00 p.m. at the MCVB Conference Room.