

VISIT MCKINNEY BOARD

REGULAR MEETING

APRIL 29, 2025

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the City Hall in Council Chambers, located at 401 E. Virginia Street, McKinney, Texas on Tuesday, April 29, 2025 at 8:00 a.m.

Board Vice-Chair Whitney Nash called the meeting to order at 8:00 a.m. upon determining a quorum consisting of Board Vice-Chair Whitney Nash and the following Board Members were present: Patrick McGuire, Juanita Pena, Keith Gall, Brian Medina

Absent: Efrem Windom, Katie Scott, and Alternate Board Member Jill Thompson Barnes

The following Visit McKinney Staff were present: Aaron Werner, Alisha Holmberg, Beth Shumate, Marie Woodard, Paula Martin and Emily Myrick.

City Staff and City Council Members present: City Manager Paul Grimes, Councilmen Justin Beller and Patrick Cloutier. Cultural District/Main Street Director Andrew Jones,

Also present were MCDC Board Liaison Chris Wilkes, Salesmanship Club representatives, Lexie Okeke and Chris Peck, Sheraton McKinney Director of Sales & Marketing J.W. Engblom.

Boad Vice Chair Whitney Nash called for public comments on agenda items. There were none.

Board Vice-Chair Whitney Nash called for information sharing agenda item

25-2694 2025 CJ Cup Byron Nelson Update by Salesmanship Club

Board Vice-Chair Whitney Nash called for consent items on the agenda.

25-2695 Minutes of the Visit McKinney Meeting of March 25, 2025.

Board Members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Patrick McGuire, to Approved and Refer the Minutes of the Visit McKinney Meeting of March 25, 2025.

Board Vice-Chair Whitney Nash called for Board and Liaison Reports.

25-22696 Board and Liaison Reports

The following reports were presented to the Board: City of McKinney, MCDC, Visit McKinney, Main Street, Finance Committee, and Visit McKinney Marketing Committee

Board Vice-Chair Whitney Nash called for the Visit McKinney Directors report.

25-2697 Executive Directors Report – Aaron Werner

Board Vice-Chair Whitney Nash called for Regular Agenda items.

25-2698 Sales Update – Marie Woodard

Board Vice-Chair Whitney Nash called public comments regarding matters not on the agenda. There were none.

Board Vice-Chair Whitney Nash called for Board and Director comments regarding matters not on the agenda. There were none.

Board Vice Chair called to Adjourn the meeting.

Board Members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board Member Brian Medina, to Adjourn the meeting at 8:38 a.m. A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Visit McKinney Board on May 27, 2025 and referred to the City Council Regular Meeting of June 3, 2025 for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

Paula Martin, Executive Assistant
City of McKinney, Texas