

VISIT MCKINNEY BOARD

REGULAR MEETING

JUNE 27, 2023

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Encore Wire Conference Room, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, June 27, 2023, at 8:00 a.m.

Board members present: Deidre Woodard, Juanita Peña, Katie Scott, Whitney Nash, Patrick McGuire, Connie Gibson

Absent: Emily McClure

Alternate member absent: Jon Christopher Davis

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Executive Assistant Sabine Smith, Assistant City Manager Kimberly Flom, Director of Cultural District Andrew Jones, MEDC President Peter Tokar, MCDC Board Liaison Joy Booth, City Council Liaison Justin Beller, City Council Liaison Patrick Cloutier (incoming), and City Council Liaison Richard Franklin (outgoing), who left the meeting at 8:44 a.m.

Guest present: Frank Libro, Senior Vice President | Broadcast & Custom Publishing Sales, Texas Monthly & Texas Country Reporter

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:01 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

23-0530 Minutes of the Visit McKinney Board Meeting of May 23, 2023

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Juanita Pena, to approve and refer the minutes of the Visit McKinney Board Meeting of May 23, 2023, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

23-0531 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Marketing Committee, Visit McKinney Finance Committee

City of McKinney – Assistant City Manager Kimberly Flom explained the gap in council meetings for July, gave an update on the 2023 Citizen Survey Results, spoke about the opening of H-E-B and the widening of the adjacent intersection of Eldorado Parkway and Custer Road, and stood for questions. Outgoing City Council Liaison Richard Franklin was thanked by everyone for being the board’s liaison and he returned the thank-yous. Board Chair Connie Gibson welcomed incoming City Council Liaison Patrick Cloutier who introduced himself. Council Liaison Justin Beller had nothing to add.

MEDC – MEDC President Peter Tokar announced that MEDC finished their budget process and gave a preview of MEDC’s 30th Anniversary Celebration scheduled in the form of a Community Event this fall. Tokar spoke about the hiring of MEDC’s new Project Manager Mike Wilkes, participation at the McKinney Chamber of Commerce’s “Serve McKinney” event, and MEDC’s podcast series “McKinney Momentum.” (Five episodes are now streaming; Executive Director Aaron Werner was featured on Episode #3).

MCDC – MCDC Board Liaison Joy Booth explained the different grant cycles in the attached report: Project Grants, Promotional & Community Event Grants, and Retail Development Infrastructure Grants, and where each of them currently is in the process. Booth gave an update on the TUPPS Brewery Expansion Project and highlighted upcoming events funded by MCDC grants.

McKinney Main Street / MPAC – Director of Cultural District Andrew Jones thanked Visit McKinney staff for helping at past events and highlighted upcoming events in July and August with a special focus on the July 4th Festivities. Jones reminded that the McKinney Arts Commission Season Support Grants Application Window is currently open.

Visit McKinney Marketing Committee – Board member Katie Scott went through the visitor, marketing, and social media numbers of the Executive Director’s report, and

gave an update on the store status. Executive Director Aaron Werner explained the retail partner process to feature local McKinney merchandise in the store and the order status on Texas related merchandise.

Board Chair Connie Gibson asked Board member Deidre Woodard, who serves as the Visit McKinney Liaison to the Parks & Recreation Advisory Board, to give an update.

Visit McKinney Finance Committee – Board member Whitney Nash covered the operating statement of May 2023 and the Occupancy Report, and reviewed the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities. Nash pointed out that the ADR is \$104.06, up 5.6% and broke \$100 for the first time since at least June of 2022, which the STR report tracks 12 months back, and possibly for the first time ever.

23-0532 Executive Director's Report

Executive Director Aaron Werner referred to his attached report and encouraged questions or concerns, congratulated Executive Assistant Sabine Smith, who completed her Texas Destination Marketer Certification, and Communications Manager Beth Shumate, who completed Travel & Tourism College. Meeting & Event Services Manager Alisha Holmberg and Sales Manager Marie Woodard finished their third year of Travel & Tourism College this year and upon completion of capstone projects will receive their certification in 2024. Werner praised part time Staff Assistant Amy Bertino and congratulated her for going through the City's Innovation Academy and announced that an offer was extended to a new part time Staff Assistant to fill the vacant position. Werner reviewed the trip he made with Board member Juanita Peña to Dallas to attend the Greater Dallas Planning Council Meeting and Peña gave additional information. Werner listed the Sales, Services, and Marketing efforts that were provided to the various groups that came to McKinney in the month of May and previewed the Drum Corps International events as well as the Total Solar Eclipse in 2024. Werner partnered with Director of Parks and Recreation Michael Kowski to determine which NCAA tournaments to bid on. Werner explained the new unique VIP package staff is working

on to elevate the McKinney Oktoberfest experience. Werner stood for questions from Board members and a discussion followed about the aforementioned City's Innovation Academy.

REGULAR AGENDA ITEMS

23-0533 Consider/Discuss/Act on the Proposal from Texas Monthly to Create and Print a New Visitors Guide

Executive Director Aaron Werner reviewed the history and use of the McKinney Convention and Visitor's Bureaus' Visitors Guide over the past few years and pointed out the need for a new direction encompassing the City as a whole. Werner explained the proposal from Texas Monthly to create and print a new McKinney Visitors Guide. Frank Libro, Senior Vice President | Broadcast & Custom Publishing Sales, for Texas Monthly & Texas Country Reporter assisted Werner in answering question. Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Whitney Nash, to approve the proposal from Texas Monthly to create and print a New Visitors Guide. Werner announced that the first step will be a kickoff meeting that will include the City's Marketing and Communication Department, the Marketing Committee Meeting, and Visit McKinney staff.

23-0534 Presentation: Services 101

Meeting & Event Services Manager Alisha Holmberg gave a presentation about Services 101 and stood for questions. Executive Director Aaron Werner gave more information about the existing partnership with McKinney Independent School District and potential future cooperation.

PUBLIC COMMENTS Regarding Matters not on the Agenda

There were no public comments regarding matters not on the agenda.

BOARD AND MANAGER COMMENTS

Board member Juanita Peña praised the staff.

ADJOURN

Board members unanimously approved the motion by Board member Patrick McGuire, seconded by Board member Juanita Peña, to adjourn the meeting at 9:24 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

SABINE SMITH
Board Clerk