

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

June 27, 2011

The MCVB Board met for a Regular Meeting at Rick's Chophouse (in Rick's 110 Room), located at 107 N. Kentucky McKinney Texas. Present were: Directors Ian Dockrill, Trae Gardner, Michael McEntire, Erica Tate, Angie Bado, and George Lodge. Guests were Maria Luce. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, Tourism Sales Manager Dee-Dee Villanueva and Communications Manager Beth Shumate. Absent were Directors Colleen Via-Friend, Doc Vranici, John Rattan and City Council Liaison Ray Ricchi.

Call to Order

Director Dockrill called the meeting to order at 3:03 PM and thanked Rick's Chophouse for the use of their establishment. Director Dockrill welcomed guests.

Approval of Minutes of the May 23, 2010, Regular Board Meeting

11-025

Director Dockrill asked for a motion to approve the minutes from the May 23, 2011 MCVB Board meeting. Director McEntire made the motion to approve with a second made by Director Lodge. The minutes were approved unanimously. No further action needed.

Committee Reports

11-026

Marketing Committee – Director Gardner advised board members that the marketing committee did not meet and asked Executive Director Bayes to update board members on current marketing projects. Executive Director Bayes stated the launch of the smart phone app for the I-phones has been successful with an average of 160 downloads a week. Bayes advised board members the Droid app is currently being launched and as soon as statistics were available she would update them. Executive Director Bayes also updated board members on the success of Bloomin' and Boomin', stating that many of the attractions have had high attendance this year. Bayes stated that the CVB was looking at other marketing opportunities such as blogging and would give updates to the board as the CVB moves forward with that marketing opportunity. Executive Director Bayes stated the North Dallas Shopping promotion, a joint effort with Plano, Frisco, and Allen, is still in effect and advised that currently the CVB has received approximately 3000 leads in the past two months from this promotion. Director Gardner thanked board members for being pro-active and attending other city board meetings as well as for submitting their background bios to be included in the MCVB Board handbook. No further action needed.

Development – Director Tate stated the development committee did not meet, however she hoped to plan a meeting in the next two weeks to follow up on the community inventory project. No further action needed.

Finance – Executive Director Bayes updated board members on the status of the 2010-2011 budget. Bayes stated the taxable receipts over the past few months were rising and that was a great sign. There was discussion regarding which hotels were driving the numbers and how one nice/upscale hotel can make a sizable difference in what type of business can be brought to McKinney as well as how the CVB would market the city to organizations and businesses outside of the McKinney city limits. Director Bado suggested that each board member write a letter to their perspective council member in support of the potential of an upscale hotel being built in Craig Ranch. No further action needed.

Consider/Discuss/Act – Approve MCVB 2011-2012 Proposed Budget – Michael McEntire **11-027**

Director McEntire presented the 2011-2012 MCVB Budget. Director Dockrill asked for a motion to approve the 2011-2012 MCVB budget, Director Lodge made the motion and Director Bado seconded the motion. All were in favor of the proposed budget. No further action needed.

Consider/Discuss/Act – Discuss Board Retreat – Trae Gardner **11-028**

Director Gardner advised board members that the MCVB strategic planning retreat would be held July 9, 2011 at the La Quinta Inn from 8 a.m. - noon. Director Gardner stated he is currently working out the agenda, stating he would like to see each committee do more than just talk about concerns, but actually take action. Director Dockrill stated that each committee member needs to have a clear understanding on how he or she will need to move forward to help promote the CVB. No further action needed.

Consider/Discuss/Act – Update on Special Projects/Events **11-029**

Executive Director Bayes stated there would be a City Council work session later that evening and she as well as Director Lodge planned to attend. Executive Director Bayes was most concerned about an agenda item that would affect the CVB. The Agenda Item: *Consider/Discuss/Act on the Resolution Authorizing the City Manager to Negotiate Contracts with the Selected Firm for Development Services Related to the Gateway Project including the Hotel Event Center and the Office Retail Space.* Bayes advised board members that the CVB was not informed that this item would be on the agenda. No further action required.

Consider/Discuss/Act – Director’s Report **11-030**

Executive Director Bayes asked board members to read the director’s report she handed out and to notify her if they had any questions. Bayes highlighted that due to lack of inventory staff was working on marketing other events such as a fire fighter combat challenge and quilt conference to help promote McKinney and bring overnight business. Executive Director Bayes advised that staff was working on targeting top employers from cities that frequent the Visit McKinney website to invite them to visit McKinney. Bayes also stated that she and Main Street Director Ty Lake would be presenting “Retail as an Attraction” at the upcoming regional tourism workshop for TTIA. No further action required.

Citizens Comments **11-031**

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 Gardner seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:37 p.m.

Ian Dockrill
Board Chair

Date

The next scheduled MCVB Board meeting will be held: July 25, 2011at 3 p.m. in the MCVB Conference Room, located at 1575 Heritage Drive, Suite 100; McKinney Texas