

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**SEPTEMBER 24, 2024**

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at Council Chambers, located at 222 N. Tennessee Street, McKinney, Texas on Tuesday, September 24, 2024 at 8:00 a.m.

Board Vice Chair Whitney Nash called the meeting to order at 8:04 a.m. upon determining a quorum consisting of Board Vice Chair Whitney Nash and the following board members were present: Keith Gall, Emily McClure, Patrick McGuire, Brian Medina, Janie Pena, and Efrem Windom.

Absent, Katie Scott

Visit McKinney Staff Present: Assistant Director Alisha Holmberg, Senior Communications & Media Specialist Beth Shumate, Digital Communications Coordinator Amber Lacy, Executive Assistant Paula Martin.

City Staff and City Council Members were present: Assistant City Manager Steve Tilton, Cultural District Director Andrew Jones, city Councilman Justin Beller, and MCDC Board Liaison Deborah Bradford.

There was one member of the public present in the audience.

Board Vice Chair Whitney Nash called for Public Comments on agenda items. There were none.

**24-1999** Director Update – Video message from Visit McKinney Executive Director

Board Vice Chair Whitney Nash called for Consent Items on the agenda.

**24-2000** Minutes of the Visit McKinney Meeting of August 27, 2024

Board Members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Patrick McGuire, to Approve and Refer the minutes of the Visit McKinney Meeting of August 27, 2024.

Board Vice Chair Whitney Nash called Board and Liaison Reports.

- 24-2001** Board and Liaison Reports
  - City of McKinney
  - MEDC
  - MCDC
  - McKinney Main Street / MPAC
  - McKinney Parks and Recreation
  - Visit McKinney Finance Committee
  - Visit McKinney Marketing Committee

Assistant City Manager Steve Tilton congratulated Alisha Holmberg on her new position as the Assistant Director for Visit McKinney and updated the Board on several ongoing projects. Cultural District Director Andrew Jones, talked about the success of Scavenger Hunt and provided details for upcoming events.

**24-2002** Assistant Director's Report

Board Vice Chair Whitney Nash called fro Regular Agenda Items.

**24-2003** Visitors Center & Shop Year 1 Review: Elevating the Visitor Experience

Board Vice Chair Whitney Nash called for public comments regarding matters not on the agenda. There were no comments.

Board Vice Chair Whitney Nash called for Board and Director comments. Emily McClure was present with a plaque by Board Vice Chair Whitney Nash in recognition for her years of service on the Board. Visit McKinney Assistant Director Alisha Holmberg thanked Emily for her impactful contributions as member of the Board, Chair of the Marketing Committee, and the Parks and Recreation Liaison

Board Vice Chair Whitney Nash asked for a motion to adjourn the meeting. Board members unanimously approved the motion by Board Member Emily McClure, seconded by Board member Patrick McGuire, to Adjourn the meeting at 8:54 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 October 29, 2024, and referred to the City Council Regular Meeting of November 5, 2025 for City Council approval.

SIGNED:

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KATIE SCOTT, Chair  
WHITNEY NASH, Vice Chair

ATTEST:

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Paula Martin, Executive Assistant  
City of McKinney, Texas