

VISIT MCKINNEY BOARD

REGULAR MEETING

MARCH 31, 2026

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the City Hall Council Chambers, located at 401 E. Virginia Street, McKinney, Texas on Tuesday, March 31, 2026 at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:01 a.m. upon determining a quorum consisting of Board Chair Kaite Scott and the following Board members present: Brian Medina, Juanita Pena, Keith Gall, Jill Thompson Barnes, Carol Sullivan, and Patrick McGuire

Absent: Alternate Board Member Taryne Bolton

City Staff and Liaisons Present: City Manager Paul Grimes, Cultural District/Main Street Director Andrew Jones, Audio Visual Technician Joshua Arias, and MCDL Board Liaisons Deborah Bradford and Markus Lloyd.

The following Visit McKinney Staff were present: Aaron Werner, Alisha Holmberg, Sarah Nolting, Tony Adamo, Paula Martin and Emily Myrick.

Board Chair Katie Scott called for Public Comments on Agenda Items (for Non-Public Hearing Items); at which time there were none.

Board Chair Katie Scott called for Consent Items on the agenda.

Board Members unanimously approved the motion by Board Member Brian Medina, seconded by Board Member Patrick McGuire, to Approve and Refer the Minutes of the Visit McKinney Board Meeting of February 24, 2026

26-0231 Minutes of the Visit McKinney Board Meeting of February 24, 2026

Board Chair Katie Scott called for Board and Liaison Reports.

26-0232 Board and Liaison Reports City of McKinney MEDC MCDL McKinney Main Street / MPAC McKinney Parks and Recreation Visit McKinney Finance/STR Report Visit McKinney Marketing Report

City Manager Paul Grimes provided updates on the old City Hall and Developmental Services buildings. He also provided updates on the airport and library.

Cultural District/Main Street Director Andrew Jones provided reported on March events and provided updates for upcoming events for April and May.

No report from the Parks and Recreation Liaison.

Board Chair Katie Scott called for the Executive Director's report.

26-0233 Executive Director's Report

Visit McKinney Executive Director Aaron Werner reported on PPA, McKinney Half Marathon and the upcoming International Girls Cup.

Board Chair Katie Scott called for Regular Agenda items.

26-0234 Presentation on the Hotel Occupancy Tax (HOT) By Scott Joslove,
President & CEO of THLA

Scott Joslove, President and Chief Executive Officer of the Texas Hotel and Lodging Association (THLA), talked about the use of Hotel Occupancy Tax (HOT) revenues governed by the Texas Tax Code. HOT Tax - Hotel tax, also known as occupancy tax, lodging tax or bed tax, is a tax on the rental of hotel rooms and other forms of short-term lodging accommodation.

Board Chair Katie Scott called for any additional Board or Director comments., there were none.

Board Members unanimously approved the motion by Board Member Brian Medina, seconded by Board Member Carol Sullivan, to Adjourn the meeting.

The meeting was adjourned at 9:27 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes were approved by the Visit McKinney Board on April 28, 2026 and referred to the City Council Regular Meeting of May 19, 2026, for City Council approval.

SIGNED:

KATIE SCOTT, Chair
BRIAN MEDINA, Vice Chair

ATTEST:

Paula Martin, Executive Assistant
City of McKinney, Texas