

VISIT MCKINNEY BOARD

REGULAR MEETING

MAY 28, 2024

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the McKinney City Hall Council Chambers, located at 222 N. Tennessee Street, McKinney, Texas on Tuesday, May 28, 2024 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 Katie Scott and the following Board Members were present:

These Staff and City Council Members were present:

Board Members present: Board Chair Katie Scott, Board Vice Chair Whitney Nash, Emily McClure, Patrick McGuire, Keith Gall, Brian Medina

Absent: Juanita Pena, Efrem Windom

Visit McKinney Staff Present: Executive Director Aaron Werner, Meeting & Event Services Manager Alisha Holmberg, and Executive Assistant Paula Martin.

Other Present: City Manager Paul Grimes, MEDC President Mike Kowski, Cultural District Director Andrew Jones, and City Councilmen Patrick Cloutier, Justin Beller, MCDC Board Liaison Deborah Bradford,

Board Chair Katie Scott called for Public Comments on agenda items. There were none.

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

24-1593 Minutes of the Visit McKinney Meeting of April 23, 2024

Board Members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board Member Whitney Nash, to Approve and Refer the minutes.

Board Chair Katie Scott called for reports.

24-1594 Board and Liaison Reports

City of McKinney

McKinney Economic Development Corporation

McKinney Community Development Corporation

McKinney Main Street / MPAC

McKinney Parks and Recreation

Visit McKinney Finance Committee

Visit McKinney Marketing Committee

24-1595 Executive Director's Report

Board Chair Katie Scott called Regular Agenda Items.

24-1596 Consider/Discuss/Act on the Grant Application from Texas Women Society in the Amount of \$9500 for the Marketing and Promotion of the Lunar Harvest Moon Festival.

No Action Taken.

24-1597 Consider/Discuss/Act on the Grant Application from Ratrodtober in the Amount of \$5,000 for the Advertising and Promotion of the Ratrodtober Car and Bike Show.

No Action Taken.

24-1598 Consider/Discuss/Act on the Grant Application from LX Artworks in the Amount of \$30,000 for the Development and Promotion for the Legacy Lane Interactive Media Project of The Cotton Mill.

No Action Taken.

24-1599 Consider/Discuss/Act on the Grant Application from The Flour Mill in the Amount of \$20,000 for the Advertising and Promotion of Our Venue for Weddings and Other Special Events.

No Action Taken.

24-1600 Consider/Discuss/Act on the Grant Application from the MillHouse Foundation in the Amount of \$7,050 to Support Outreach for the 2024 Season of Festivals and Events.

No Action Taken.

24-1601 Consider/Discuss/Act on the Grant Application from the Heritage Guild of Collin County in the Amount of \$8,800 to Help Provide Professional Signs with History and Facts About the Homes and Buildings in the Chestnut Square Historic Village.

No Action Taken.

Board Chair Katie Scott for public comments regarding matters not on the agenda.

There were no comments.

Board Chair Katie Scott called for Board and Director comments.

Board Chair Katie Scott called to adjourn the meeting.

Board members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board Member Emily McClure, to Adjourn the meeting at 9:04 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 June 25, 2024 and referred to the City Council Regular Meeting of July 16, 2024 for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

JANIE PEÑA, Treasurer
PAULA MARTIN, Executive Assistant

City of McKinney, Texas