

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**FEBRUARY 3, 2023**

The McKinney Convention and Visitors Bureau Board met in regular session at the McKinney Performing Arts Center, Encore Wire Conference Room, 111 N. Tennessee St., McKinney, Texas 75069 on Friday, February 3, 2023, at 8:00 a.m.

Board members present: Katie Scott, Whitney Nash, Patrick McGuire, Connie Gibson, and Deidre Woodard, who joined the meeting at 8:11 a.m.

Absent: Emily McClure, Juanita Pena

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 Barry Shelton, Director of Cultural District Andrew Jones, and City Council Liaison Justin Beller, who joined the meeting at 9:25 a.m.

#### **CALL TO ORDER**

Board Chair Connie Gibson called the meeting to order at 8:00 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**

**23-0029** Minutes of the Visit McKinney Board Meeting of November 29, 2022

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Patrick McGuire, to approve and refer the minutes of the Visit McKinney Board Meeting of November 29, 2022, to City Council.

#### **REPORTS**

Board Chair Connie Gibson called for Board and Liaison updates.

**23-0030** Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – Assistant City Manager Barry Shelton gave an update on the two ordinances in front of council, one calling for the May 6, 2023 Special Bond Election for the McKinney National Airport, and the other calling for the May 6, 2023, General Election of City Council Members for Districts 2 and 4, and At Large #2. Shelton talked about the new City Hall project, the fundraising efforts of the Rotary Club of McKinney (mid-day meeting group) for a fountain at the plaza at City Hall, the TUPPS Brewery Project, and the City's efforts during the recent ice storm, then answered Board members' questions.

MEDC – No representatives from MEDC were present. A report is attached.

MCDC – No representatives from MCDC were present. A report is attached.

McKinney Main Street / MPAC – Director of Cultural District Andrew Jones reviewed past events, with a special focus on this year's Bridal Show, informed about the upcoming strategic planning session for the Main Street Board, gave an overview of upcoming downtown activities including Black History Month events, Krewe of Barkus, and the Benji Statue unveiling. Jones talked about the upcoming second Retail Boot Camp and answered questions from the Board.

Visit McKinney Finance Committee – Board member Whitney Nash covered the operating statement of December 2022 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. The Tru by Hilton McKinney hotel will open within the next month, adding to the room inventory for McKinney. Board member Patrick McGuire observed that Tier 2 Hotels have an increasing average daily rate while their occupancy rate overall is decreasing, a trend that cuts into the hotels' revenue stream and might not be sustainable long-term.

**23-0031**      Executive Director's Report

Executive Director Aaron Werner referred to his attached report and encouraged questions or any concerns. Werner reviewed the TACVB Winter Conference in Plano, with staff participating in different tracks, highlighting that Alternative Board member Jon Christopher Davis and his band were playing at the opening event. Werner gave a detailed review about the recent Vendor Showcase Event at Independent Financial

Bank held in collaboration with the McKinney Economic Development Corporation (MEDC), and suggested future similar events at other large employers in McKinney with the goal for them to utilize catering businesses located in McKinney. Werner praised the collaboration with McKinney Main Street during the successful Bridal Show event and gave a shoutout to newest staff member Alisha Holmberg for successfully managing both the Vendor Showcase and the Bridal Show as her first major tasks since being hired. Other upcoming projects Werner touched on were the McKinney Community Awards, the tourism grants, the opening of the new Tru by Hilton McKinney hotel, a new Avid hotel by Intercontinental Hotels Group, which is under construction on the west side of US 75 and south of White Avenue, the Community Leaders of America event in collaboration with Mayor Fuller and Main Street, the 2023 NJCAA Division I Tennis Championship, and the Visit McKinney Group Assistance Program (GAP). Werner addressed an open question from last meeting and confirmed that hotels cannot use any MCDRC grants to help with outside renovations and reminded about the upcoming strategic planning session scheduled for February 28, 2023. Werner announced that he has been appointed to serve on two Destination International Task Forces - Small Destination Organization Task Force (Under \$3 million budgets) and the new Community Connection Professional Task Force - and detailed his upcoming trip to Charleston, SC, to attend the Leading EDGE Course with several other City leaders. Werner expressed his desire to have the Marketing Committee meet monthly, answered Board members' questions regarding various open items to get the Experience Center operational, and addressed a concern regarding hotel occupancy being primarily centered around weddings and sports events, which will also be a major talking point at the upcoming strategic planning session.

#### REGULAR AGENDA ITEMS

**23-0032** Consider/Discuss/Act on Tourism Partner of the Year 2023 Chamber Award Recipient

Board Chair Connie Gibson asked Executive Director Aaron Werner to present the staff recommendations for this year's award and asked for additional nominations. Board member Deidre Woodard, who is the Visit McKinney Liaison to the Parks &

Recreation Advisory Board, gave additional information regarding the McKinney Parks & Recreation Department and Board member Whitney Nash added SBG Hospitality as an additional nominee. After discussion Board members unanimously approved the motion by Board member Deidre Woodard, seconded by Board member Katie Scott, to have SBG Hospitality be the Chamber Award Recipient for Tourism Partner of the Year 2023.

**23-0033** Update on NCAA DII Football Championship Metrics and Data for 2022

Executive Director Aaron Werner gave a presentation on metrics and data collected during and after the 2022 NCAA DII Football Championship.

**23-0034** Update on McKinney's Short Term Rentals (STRs)

Executive Director Aaron Werner gave an update on McKinney's Short Term Rentals (STRs) and answered questions from Board members.

**PUBLIC COMMENTS Regarding Matters not on the Agenda**

City Council Liaison Justin Beller had no updates.

**BOARD AND MANAGER COMMENTS**

Board Chair Connie Gibson reminded about the upcoming strategic planning session scheduled for February 28, 2023, the Open House for the new office building for MEDC, MCDC, and the McKinney Chamber, discussed upcoming birthdays, and praised staff's hard work through the holidays and the ice storm. Board member Deidre Woodard announced an invitation coming in the mail from her Real Estate Brokerage for a gala she is hosting.

**ADJOURN**

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Deidre Woodard, to adjourn the meeting at 9:35 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: \_\_\_\_\_

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CONNIE GIBSON  
Board Chair

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SABINE SMITH  
Board Clerk