

VISIT MCKINNEY BOARD

REGULAR MEETING

NOVEMBER 28, 2023

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the McKinney Performing Arts Center (MPAC) Encore Room, located at 111 N. Tennessee Street, McKinney, Texas on Tuesday, November 28, 2023, at 8:00 a.m.

Visit McKinney Board Chair Katie Scott called the meeting to order at 8:03 a.m. and recognized all present by name.

Board members present: Emily McClure, Efrem Windom, Patrick McGuire, Whitney Nash, Katie Scott, Mike Danielson, Keith Gall

Absent: Juanita Pena

City Council present: None

Staff present: Executive Director Aaron Werner, Meeting and Event Services Manager Alisha Holmberg, and Communications Manager Beth Shumate

There were several others present including grant applicants.

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

23-0956 Minutes of the Visit McKinney Board Meeting of October 24, 2023

Board members unanimously approved the motion by Board member Keith Gall, seconded by Board member Whitney Nash, to approve the minutes as attached.

REPORTS

23-0955 Board and Liaison Reports

City Manager Paul Grimes gave progress reports on the downtown redevelopment project, citizen bond committee meeting completion and December presentations to City Council. He also reported on increased police presence in Downtown McKinney.

MEDC President Mike Kowski informed the board of developer interest in land owned by the city along Hwy. 121, stating it could bring highly visible and desirable options to positively impact tourism. He also spoke of MEDC's interest in growing businesses here by supporting new/start-up businesses.

MCDC Board Liaison Deborah Bradford provided the board with an update on the TUPPS Brewery project and gave dates for MCDC's upcoming grant cycles.

McKinney Cultural District Director Andrew Jones reported on successful and upcoming holiday events in Downtown McKinney and informed the board of the current holiday marketing campaign and an increase in downtown decorations this year.

23-0957 Executive Director's Report

Executive Director Aaron Werner updated the board on record hotel tax collections from month to month, comparing FY 2023 year-end numbers to previous years, and about meeting with the new sales manager at the Sheraton. He and staff secured hotel rooms in McKinney for the American Jr. Golf Association event happening in Gunter. Staff is currently involved in marketing and supporting the NCAA Div. 2 football championship events on Dec. 15-16.

REGULAR AGENDA ITEMS

- 23-0958** Consider/Discuss Tourism Grant Application Submitted by Marching Music Made in McKinney in the Amount of \$5,000 for the Advertising, Marketing and Promotion of two local events to take place during the 2024 Drum Corps International (DCI) Summer Tour stop in McKinney. Dean Cimini, president of Marching Music Made in McKinney, outlined the two-day Drum Corps International events in July 2024, explaining plans to grow the event. He thanked Visit McKinney for the organization's

continued support. Board Chair Scott asked about hotel room blocks to which Cimini gave a goal of a minimum of 20-25 rooms.

23-0959 Consider/Discuss Tourism Grant Application Submitted by The Texas Women Society in the Amount of \$8,500 for the Advertising, Marketing and Promotion of the inaugural 2024 McKinney Asian Festival. Jennie Shen of Texas Women Society informed the board about the first McKinney Asian Festival being planned for March 2024, and answered questions from the board pertaining to plans for hotel room usage and how the event will be marketed. She explained both the entertainment and educational values of the event.

23-0960 Consider/Discuss Tourism Grant Application Submitted by MillHouse Foundation in the Amount of \$4,950 for the Advertising, Marketing and Promotion of the 2024 Season of MillHouse art-focused festivals and events. Aimee Woolverton of the MillHouse Foundation reported on the success of the previous year's multiple art-related events. This year's schedule will also include a first-time International Postcard Festival that is expected to bring 75-100 international artists to McKinney to participate.

PUBLIC COMMENTS Regarding Matters not on the Agenda

NONE

BOARD AND DIRECTOR COMMENTS

ADJOURN

Board members unanimously approved the motion by Board member Mike Danielson, seconded by Board member Efrem Windom, to adjourn. Meeting was adjourned at 9:03 a.m.

An audio recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Visit McKinney Board on: January 30, 2024

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

JANIE PEÑA, Secretary / Treasurer

City of McKinney, Texas