

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**DECEMBER 6, 2023**

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the Visit McKinney Conference Room, located at 200 W. Virginia Street, McKinney, Texas on Tuesday, December 6, 2023, at 5:30 p.m.

Board Chair Scott called the meeting to order at 5:41 p.m. and recognized all present by name.

Board members present: Chair Katie Scott, Vice Chair Whitney Nash, Board Members Keith Gall, Patrick McGuire, Efrem Windom, and Emily McClure, and Board Alternate Mike Danielson.

Absent: Juanita Pena

Others present were staff members from Visit McKinney including Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, and Sales Manager Marie Woodard.

There were no Council or public in attendance.

#### **REGULAR AGENDA ITEMS**

- 23-0961** Consider/Discuss/Act on 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

Board members unanimously approved the motion by Board member Patrick McGuire, seconded by Board member Keith Gall, to award \$4,000 to Marching Music Made in McKinney 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.

- 23-0962** Consider/Discuss/Act on 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

Board members unanimously approved the motion by Board member Emily McClure, seconded by Board member Efrem Windom, to award \$4,250 to Texas Women Society for the advertising, marketing and promotion of the Inaugural 2024 McKinney Asian Festival in March 2024.

- 23-0963** Consider/Discuss/Act on 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

Board members unanimously approved the motion by Board member Mike Danielson, seconded by Board member Whitney Nash, to award \$2,500 to MillHouse Foundation for the advertising, marketing and promotion of the 2024 Season of MillHouse art-focused festivals and events.

ADJOURN

Board members unanimously approved the motion by Board member Efrem Windom, seconded by Board member Whitney Nash, to adjourn. Meeting was adjourned at 6:03 p.m.

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

These minutes were approved by the Visit McKinney Board on March 19, 2024, and referred to the City Council Regular Meeting of March 19, 2024, for City Council approval.

SIGNED:

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KATIE SCOTT, Chair  
WHITNEY NASH, Vice Chair

ATTEST:

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JANIE PEÑA, Secretary / Treasurer