

*The mission of the McKinney Convention and Visitors Bureau is to market
McKinney as the Destination of Choices*

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING #129

October 26, 2009

APPROVED

The MCVB Board met for a Regular Meeting in the McKinney Convention & Visitors Bureau conference room on October 26, 2009. Present were: Directors Ian Dockrill, Colleen Via-Friend, Angie Bado, Erica Tate, Trae Gardner, John Dugan, John Rattan, Heidi Zuber, City Liaison Jason Weeks, City Council Liaison Ray Ricchi and Staff: Executive Director Diann Bayes, and Tourism Services Representative Vanesa Baggett. Guests were Charlie Bryant from McKinney Parks Department. Absent was Director George Lodge.

Call to Order

Director Dockrill called the meeting to order at 3:08PM.

Oath of Office

09-070

Sandy Hart, City Secretary, administered the Oath of Office for Directors Angie Bado, Erica Tate, Trae Gardner, John Rattan, and Ian Dockrill. Since Director Lodge was not present he will need to take the oath before taking any action on the board. No further action needed.

Introductions

09-071

Director Dockrill welcomed new members and introductions were made around the table. Director Dockrill stated to all that “when you sit on this board, you represent it in everything you do. You must represent it appropriately and be careful about things you say in open discussion.”

Consider/Discuss/Act – Election of Officers

09-072

Director Dockrill addressed the board, stating an election for new officers needed to take place. The positions are Chair, Vice Chair, and Treasurer. Director Dockrill opened the floor for nominations. Nominated for Chair were Directors Dugan, by Director Zuber, and Director Dockrill by Director Dugan. After some discussion, Director Zuber suggested that Director Dugan be nominated for Vice Chair instead of Chair. Directors Tate and Via-Friend nominated Director Dockrill as Chair. Director Gardner seconded the nominations. Director Dugan nominated Director Via-Friend for Treasurer, Director Zuber seconded the motion. The Board voted and the officers were elected unanimously. No further action needed.

Approval of Minutes of Regular Board Meeting September 28, 2009

09-073

Director Dockrill asked for a motion to approve September 28 minutes. Director Rattan made the motion and it was seconded by Director Via-Friend. The minutes were approved unanimously. No further action needed.

Consider/Discuss/Act –MCVB Future Meeting Date and Time

09-074

Director Dockrill addressed the issue of the MCVB Board meeting times, stating when he first came on board there was a similar discussion and meetings were originally set up to accommodate, at that time, City Council Liaison Loughmiller's schedule. Director Dockrill asked if the Board wanted to make any changes. After some discussion, it was decided the MCVB Board meetings would continue to be on the fourth Monday of each month at 3:00 p.m. Executive Director Bayes asked that we combine the November & December meeting due to the holidays. The dates discussed were December 7 or December 12. The Board decided on December 7. No further action needed.

Consider/Discuss/Act –MCVB Open House

09-075

Director Dockrill addressed the MCVB Open House. Executive Directors asked the board if they preferred the open house to be in November or in December. After discussion, it was decided the open house would be on December 10 from 4-6pm. Executive Director Bayes stated that we would look for donations from our restaurant partners. She also stated that this would allow us to give them free marketing/sponsorship type mentions. No further action needed.

Consider/Discuss/Act –Role of MCVB at Local Events

09-076

Director Dockrill addressed the need for follow-up on last meeting's discussion in regards to the MCVB staff working at local events. Director Zuber stated the marketing committee did not meet. Executive Director Bayes stated the new board members interested in being on the Marketing Committee had not been sworn in yet so they technically could not be a part of the discussion. Director Zuber stated they wanted to wait for those new members in order to get their input. Director Dockrill stated that a decision needed to be made in regards to Dickens during the Thanksgiving Holiday so that the Board could give Executive Director Bayes direction on how to handle the staff working/volunteering for the Main Street Dickens event. Director Dockrill asked Executive Director Bayes to give a quick summary of how other CVBs handle working at local events. Executive Director Bayes stated the majority of the CVBs that she received e-mails from do not promote at local events because the visitor is already captured. She also stated that the MCVB brochures are in all of our hotels and at MPAC downtown. Executive Director Bayes also mentioned that the CVBs who commented they do some local events are mostly chamber CVBs and are not independent CVBs. Director Dockrill stated the Marketing Committee will review the events for 2010 to determine which events should be

attended and what he was primarily looking for today was the direction to give Executive Director Bayes in regards to Main Street's Dickens of a Christmas. His recommendation would be that it is entirely voluntary for the staff and board members to donate their time if they are available during the Thanksgiving Holiday to assist Main Street with this event. Director Zuber asked how dependant Main Street was on the CVB working this event. Executive Director Bayes stated that unless the CVB was selling something, she was not sure because Main Street had not come to the CVB asking us to do an information booth. She deferred to Directors Rattan and Dugan since they were on the Main Street Board. Director Dugan stated he did not think it would affect the event one way or the other if the CVB was or was not there. Executive Director Bayes stated when there is a convention, we do work those booths. Director Dugan asked Executive Director Bayes to educate the board in the role of what the MCVB does. There was discussion as to whether we are able to track ROIs from the time worked at local events, because it appeared that local events are not the target of the CVB. Director Dockrill asked for a motion of the CVB staff work on a volunteer basis, not mandatory basis, at the Main Street Dickens event. Director Tate seconded the motion. All were in favor except Director Rattan. Director Rattan opposed, stating he could not believe the staff was being compensated to work these events. He stated they should volunteer in order to be a part of the community, and the board should take note of those that do and do not volunteer. Director Gardner asked if the Main Street event attendance was more families or businesses, and commented that if it were mainly locals he understood that this event did not affect the CVB in getting "heads in beds." Executive Director Bayes stated from speaking to the hoteliers, the hotel receipts, after major events, did not have overnights. She did state that Chestnut Square had added a hotel package to their Ghost Tour and we would now be able to track that specific event. Director Rattan stated that working at the local events was clearly not the CVB's mission and while he understood that, he just had a problem with the mindset of why would this discussion even take place. He stated this was an internal thing for staff to consider and "no he would not pay them, absolutely would not pay staff or give comp time." He stated if the CVB was part of the city employees, it would be different and he would understand that they needed to be paid. Director Dockrill stated he appreciated Director Rattan's comment and the Board needed to encourage staff to volunteer their time. He stated that from a legal stand point, there can't be any repercussion or punishment if they do not volunteer. Director Rattan stated "not officially." Council Liaison Ricchi asked the board what they thought the mission of the CVB was. All agreed that is was to "get heads in beds". Director Dugan stated that the CVB will really shine when we get our convention center and will be able to bring in overnights. He stated we needed to concentrate on bringing people from outside into our community. Council Liaison Ricchi stated that if that was the consensus of the board, it should be used as a litmus test as to which events the staff should attend/work. Executive Director Bayes mentioned the CVB was

working on developing their own volunteer program in order to have volunteers trained and available when there are events that need workers. She also stated that we were working at hosting a Certified Tourism Ambassador (CTA) program/class in McKinney so that we could get a number of people in place. Executive Director Bayes stated that she got an e-mail from the DFWATC director stating that she would like to host a CTA Ambassador reception here in McKinney. After other discussion regarding bringing and/or getting business to McKinney which would benefit the CVB, Director Dockrill wrapped up the Dickens event issue and asked for a vote stating the staff would not get paid to work this event; however, they were encouraged to volunteer their time. Director Zuber made the motion, Direction Dugan and Tate seconded, all were in favor. Action required – marketing team to meet and review 2010 events calendar.

Consider/Discuss/Act –MCVB Strategic Plan

09-077

Director Dockrill stated clearly the board needed more education on the role of the CVB, for the board, to the city and general public. He stated he would like to recommend for the board to plan a retreat to spend two or three hours of to work on the strategic plan to get a better understanding of what the role of the CVB is, the role of the staff, and the responsibilities of the Board members. Director Dockrill asked the board to give this some thought and try to lock in a date at the December board meeting. There was some discussion as to if they should bring in a facilitator to lead this meeting. Director Dockrill thought that it would be a good idea and stated they could look at that further down the road. City Council Liaison Ricchi asked that once a date was set, to contact the city to get on the agenda to have a joint work session to talk about that plan and what the board has come together on. No further action required.

Consider/Discuss/Act –Director’s Report on Existing Projects, Initiatives and Events

09-078

Executive Director Bayes stated that it had been a very busy past month. She stated she attended the Albuquerque Balloon Festival and the AARP convention in Las Vegas. She stated there were thousands of people that were interested in Texas specifically and that the Texas booth registered over 2700 people asked for information solely on Texas. Tourism Sales Manager Villanueva attended a conference for meeting planners in San Antonio. She has been participating in many sales blitz calls and is working diligently to bring overnights to McKinney. Executive Director Bayes stated we will be represented in Texas Monthly again, stating we’ve been in that magazine every month since last October. She stated we have launched a contest on FaceBook; “we are aiming for 1000 fans on Destination McKinney FaceBook page, once we get that 1000th fan, we will draw a winner to receive free pizza for a year from Boston’s.” Executive Director Bayes stated the MCVB received a very complimentary letter of praise from Barbara Johnson at the Heard Craig House and passed a copy of that letter around for Board Directors to read. Bayes also mentioned that she has been asked to serve as an

executive board member for the DFW Area Tourism Council to represent the non-core cities in the metroplex. In regards to the MCVB web stats, Executive Director Bayes advised she reported on a full year and we had 325,000 hits, with over one million page views. Executive Director Bayes reviewed upcoming events and stated the MCVB will attend the city's State of Community Address. Director Rattan asked "why would the MCVB attend this event", as he did not see the relation. Executive Director Bayes advised that the city had invited the CVB to take part. Executive Director Bayes also advised of upcoming conferences the MCVB staff will be attending. No further action required.

Committee Reports

09-079

Director Dockrill stated the board needed to elect chairs and members for perspective committees, advising these positions will be in place for the next two years. Executive Director Bayes stated Director George Lodge has asked to be on the marketing committee. Director Zuber stated the marketing committee did not meet this month, but they will after the new board members are in place. Director Dockrill opened the floor for nominations to the Marketing Committee. Director Lodge, Zuber, Bado and Gardner were assigned to the marketing committee. Director Zuber stated she and the marketing committee will meet with Executive Director Bayes to follow up on pending items discussed. Director Dockrill stated the development committee considers the needs of the staff and board to review opportunities /concerns as related to the CVB. Dockrill was the chair of the committee and stated that he would need to step down and new board members needed to be named to this committee. Director Zuber nominated Director Dugan, and Directors Tate and Rattan volunteered to be on this committee. Director Via- Friend gave a report from the finance committee; she stated the CVB was doing very well and that most everything had been posted. City Liaison Weeks stated the fiscal year is from October 1 thru September 30, and is currently in a cool down process while the city completes their accruals. Weeks advised that starting in December the audit comes in and would hopefully be completed in January. Audits would then go to Council in February and back to the CVB sometime in March. Weeks stated that nearly all expenses have been recorded and the budget transfer has been made. Director Via-Friend stated Executive Director Bayes has been very conservative with her expenditures and thanked her for being fiscally responsible. She stated the CVB did their entire move within budget. Director Dockrill asked for nominations for the finance committee. Director Via-Friend stated she would like to continue on the committee, while Director Dugan and Dockrill also volunteered to be on the committee. Director Dockrill asked if City Council Liaison Ricchi had anything he would like to add to the meeting. Council member Ricchi reminded board members the board needed to run itself and the right people were on the board. No further action needed

ADJOURN

There being no further business, Director Dockrill moved for a motion to adjourn. Director Via-Friend made the motion and Director Tate seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:42 p.m.

_____ Ian Dockrill Board Chair	_____ Date
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The next scheduled MCVB Board meeting will be held Monday, December 7, 2009 at 3:00 p.m. at the MCVB Conference Room.