

VISIT MCKINNEY BOARD

REGULAR MEETING

FEBRUARY 25, 2025

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the City Hall Council Chambers, located at 401 E. Virginia Street, McKinney, Texas on Tuesday, February 25, 2025, at 8:15 a.m.

Board Chair Katie Scott called the meeting to order at 8:15 a.m. upon determining a quorum consisting of Board Chair Katie Scott and the following board members were present: Efrem Windom, Patrick McGuire, Whitney Nash, Katie Scott, Jill Thompson Barnes, Brian Medina

Absent: Juanita Pena, Keith Gall

The following Visit McKinney Staff were present: Aaron Werner, Alisha Holmberg, Paula Martin and Emily Myrick.

City Staff and City Council Members present: City Manager Paul Grimes, MEDC President Mike Kowski, Finance Account Manager Chance Miller, Councilman Justin Beller.

Also present was MCDC Board Liaison Chris Wilkes.

Boad Chair Katie Scott called for public comments on agenda items. There were none.

Board Chair Katie Scott called for consent items on the agenda.

25-2471 Minutes of the Visit McKinney Meeting of January 28, 2025.

Board Members unanimously approved the motion by Board Member Brian Medina, seconded by Board Member Patrick McGuire, to Approved and Refer the Minutes of the Visit McKinney Meeting of January 28, 2025.

Board Chair Katie Scott called for Board and Liaison Reports.

25-2472 Board and Liaison Reports

The following reports were presented to the Board: City of McKinney, MEDC, MCDC, Visit McKinney Finance Committee, Visit McKinney Marketing Committee

Board Chair Katie Scott called of the Executive Directors Report.

25-2473 Executive Director Report

Board Chair Katie Scott called for Regular Agenda items.

25-2474 Consider/Discuss/Act on the Festival & Event Hotel Occupancy Tax Grant Policy and Procedure Updates

Board Members unanimously approved the motion by Board Member Efrem Windom, seconded by Board Member Patrick McGuire, to Approve the Festival & Event Hotel Occupancy Tax Grant Policy & Procedure Updates.

Board Chair Katie Scott called public comments regarding matters not on the agenda. There were none.

Board Chair Katie Scott called for Board and Director comments. Board Vice Chair Whitney Nash thanked the staff for their hard work on the Grant policy and procedure updates.

Board Chair called to Adjourn the meeting.

Board members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board Member Jill Thompson Barnes, to Adjourn the meeting at 8:58 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 March 25, 2025, and referred to the City Council Regular Meeting of April 15, 2025, for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

PAULA MARTIN, Executive Assistant
City of McKinney, Texas