



# Visit McKinney

## Agenda

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Tuesday, August 26, 2025

8:00 AM

Council Chambers  
401 E. Virginia St.  
McKinney, TX. 75069

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**PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL AND/OR CITY BOARDS & COMMISSIONS MAY BE PRESENT. NO CITY COUNCIL, BOARD OR COMMISSION ACTION WILL BE TAKEN.**

### **CALL TO ORDER**

### **PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Items)**

*If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.*

*Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.*

### **CONSENT ITEMS**

*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.*

**25-3079**      [Minutes of the Visit McKinney Meeting of June 24, 2025](#)

**Attachments:**    [Minutes](#)

### **REPORTS**

**25-3080**      [Board and Liaison Reports](#)  
                  [City of McKinney](#)  
                  [MEDC](#)  
                  [MCDC](#)  
                  [McKinney Main Street / MPAC](#)

[McKinney Parks and Recreation](#)  
[Visit McKinney Finance Committee](#)  
[Visit McKinney Marketing Committee](#)

**Attachments:** [MEDC Report](#)  
[MCDC Report](#)  
[Financial Report](#)  
[STR Report](#)  
[Occupancy Report](#)

**25-3081** [Executive Director's Report](#)

**Attachments:** [Dashboard](#)

## REGULAR AGENDA ITEMS

**25-3082** [Consider/Discuss/Act on the Visit McKinney Budget for Fiscal Year 25-26 as Submitted to the City Manager](#)

**Attachments:** [Proposed Budget FY25-26](#)

**25-3083** [Presentation on Zartico Geolocation Data - CJ Cup Byron Nelson](#)

**Attachments:** [Presentation](#)

## PUBLIC COMMENTS Regarding Matters not on the Agenda

## BOARD AND DIRECTOR COMMENTS

*Board and Director comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.*

## ADJOURN

*Posted in accordance with the Texas Government Code, Chapter 551, at least seventy-two (72) hours prior the start of the meeting, on or before the 22 day of August 2024, 5:00 p.m.*

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Aaron Werner  
Executive Director

*In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Email [contact-adacompliance@mckinneytexas.org](mailto:adacompliance@mckinneytexas.org). Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.*