

VISIT MCKINNEY BOARD

REGULAR MEETING

AUGUST 26, 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, August 26, 2025 at 8:00 a.m.

Board Chair Kaite Scott called the meeting to order at 8:00 a.m. upon determining a quorum consisting of Board Chair Katie Scott and the following Board Members present: Whitney Nash, Jill Thompson Barnes, Brian Medina, Juanita Pena, and Keith Gall

Absent: Efrem Windom & Patrick McGuire

City Staff and City Council Members and Board Liaisons present: City Manager Paul Grimes, Councilmen Patrick Cloutier, Cultural District/Main Street Director Andrew Jones, and MCDC Board Liaison Chris Wilkes

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

25-3079 Minutes of the Visit McKinney Meeting of June 24, 2025

Board Members unanimously approved the motion by Board Member Brian Medina, seconded by Board Member Whitney Nash, to Approve Minutes of the Visit McKinney Meeting of June 24, 2025

Minutes of the Visit McKinney Meeting of May 27, 2025

Board Chair Katie Scott called for Board and Liaison Reports. Board Member Patrick McGuire arrived at 8:13 a.m.

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

Board Chair Katie Scott called for the Executive Director's Report

Board Chair Katie Scott called for the Executive Director's report

25-3081 Executive Director's Report

Board Chair Katie Scott called for regular agenda items.

25-3082 Consider/Discuss/Act on the Visit McKinney Budget for Fiscal Year 25-26 as Submitted to the City Manager

Board Members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board Member Jill Thompson Barnes, to Approve 25-3082 the Visit McKinney Budget for Fiscal Year 25-26 as Submitted to the City Manager

25-3083 Presentation on Zartico Geolocation Data - CJ Cup Byron Nelson

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 Chair Katie Scott called to Adjourn the meeting.

Board members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Brian Medina, to Adjourn. The meeting was adjourned at 8:44 a.m.

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

These minutes approved by the Visit McKinney Board on September 30, 2025, and referred to the City Council Regular Meeting of Tuesday, October 21, 2025, for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

PAULA MARTIN, Executive Assistant

City of McKinney, Texas