

VISIT MCKINNEY BOARD

REGULAR MEETING

FEBRUARY 28, 2023

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Noble Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, February 28, 2023, at 8:00 a.m.

Board members present: Deidre Woodard, Juanita Pena, Katie Scott, Whitney Nash, Patrick McGuire, Connie Gibson, and Emily McClure, who left the meeting at 12:30 p.m.

Absent: None

Alternate member present: Jon Christopher Davis filled in for Emily McClure in a voting capacity after McClure's departure. McClure left the meeting at 12:30 p.m. due to a prior commitment and Davis left the meeting himself at 2:40 p.m., also due to a prior commitment.

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Sales Manager Marie Woodard, Executive Assistant Sabine Smith, City Council Liaison Richard Franklin, who left the meeting at 11:00 a.m., and City Council Liaison Justin Beller, who also left the meeting at 11:00 a.m.

The following City Staff was present for various parts of the meeting: City Manager Paul Grimes, MCDC President Cindy Schneible, Director of Parks and Recreation Michael Kowski, Assistant Director of Parks and Recreation Ryan Mullins, Director of Cultural District Andrew Jones, MEDC Manager of Business, Retention and Expansion Madison Clark, Performance Manager Joshua Stevenson, and Creative Services Manager Michelle Feldker

Grant applicants present: Jaymie Pedigo, Heritage Guild of Collin County and Mark Miserak, Vice Chair of the Heritage Guild of Collin County Board of Directors; Dean Cimini, Marching Music Made in McKinney; Andrew Stephan, SBG Hospitality; Natalia and Jacob Payton with their two kids, Ratrodtober

2023 Board Strategic Planning Workshop – Facilitator present: Alysia Cook, Opportunity Strategies LLC

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:02 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

23-0134 Minutes of the Visit McKinney Board Meeting of February 3, 2023

Board members unanimously approved the motion by Board member Deidre Woodard, seconded by Board member Juanita Pena, to approve and refer the minutes of the Visit McKinney Board Meeting of February 3, 2023, to City Council.

REGULAR AGENDA ITEMS

Board Chair Connie Gibson explained that the REPORT section will be skipped this month due to time constraints and reports for January will be presented at the March meeting. Gibson outlined the procedural rules for grant applicants: each applicant has three minutes to present and two minutes to answer questions. No voting or discussion will take place today; the Marketing Committee will meet on a different day and make a recommendation to the full Board to act on at the March meeting.

23-0135 Consider/Discuss the Grant Application from Heritage Guild of Collin County in the Amount of \$2,500 for the Digital Marketing Plan for the Wedding Component

A presentation was given by Jaymie Pedigo of Heritage Guild of Collin County and Mark Miserak, Vice Chair of the Heritage Guild of Collin County Board of Directors. Pedigo and Miserak stood for questions.

23-0136 Consider/Discuss the Grant Application from Marching Music Made in McKinney in the Amount of \$5,000 for the Advertising and Promotion of Drum Corps International Events 2023

A presentation was given by Dean Cimini of Marching Music Made in McKinney. Cimini stood for questions.

- 23-0137** Consider/Discuss the Grant Application from SBG Hospitality in the Amount of \$7,000 for the Advertising and Promotion of the 7th Annual McKinney Wine & Music Festival

A presentation was given by Andrew Stephan of SBG Hospitality. Stephan stood for questions.

- 23-0138** Consider/Discuss the Grant Application from Ratrodtober in the Amount of \$10,000 for the Advertising and Promotion of the Ratrodtober Car & Bike Show

A presentation was given by Natalia and Jacob Payton of Ratrodtober. The Paytons stood for questions.

Board Chair Connie Gibson thanked the grant applicants, and all grant applicants left the meeting room.

- 23-0139** 2023 Board Strategic Planning Workshop

Board Chair Connie Gibson gave an overview of the 2022 accomplishments and Executive Director Aaron Werner provided a 2023 look ahead. Werner introduced Alysia Cook with Opportunity Strategies LLC as the facilitator of the Board Strategic Planning Workshop. Cook introduced herself, gave an overview of the day's expectations and led the Board through a mission statement redevelopment session. After a brief break, Cook started the Board on a SWOT Analysis. After a second break, the SWOT Analysis was finished, and a Start/Stop/Accelerate exercise was begun. The Board took a lunch break, finished the Start/Stop/Accelerate exercise, and then moved into the 2023-2025 Goal Development phase of the meeting. One more break was taken and the day ended with work related to Strategy Development, Metrics/KPIs (Key Performance Indicators), and Vision Statement Development.

PUBLIC COMMENTS Regarding Matters not on the Agenda

There were no public comments regarding matters not on the agenda.

BOARD AND MANAGER COMMENTS

Executive Director Aaron Werner thanked the Board for dedicating an entire day to attend the meeting today.

ADJOURN

Board members unanimously approved the motion by Board member Patrick McGuire, seconded by Board member Whitney Nash, to adjourn the meeting at 4:59 p.m.

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

These minutes approved by Visit McKinney board members on:_____.

CONNIE GIBSON
Board Chair

SABINE SMITH
Board Clerk