

*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**

**August 23, 2010**

The MCVB Board met for a Regular Meeting in the McKinney Convention & Visitors Bureau conference room on August 23, 2010.

Present were: Directors Ian Dockrill, Colleen Via-Friend, Erica Tate, Trae Gardner, George Lodge, Heidi Zuber, John Rattan, City Finance Liaison Jason Weeks, City Council Liaison Ray Ricchi, and guest MCDC Board member Tracy Rath. Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, and Communications Manager Beth Shumate. Absent were Director Angie Bado, and Tourism Sales Manager Dee-Dee Villanueva.

**Call to Order**

Director Dockrill called the meeting to order at 3:10 PM.

**Introductions**

**10-051**

Director Dockrill acknowledged guest Tracy Rath and moved to the next item on the agenda.

**Approval of Minutes of Regular Board Meeting July 8, 2010**

**10-052**

Director Dockrill asked for a motion to approve minutes from the July 8, 2010 MCVB Board meeting. Director Lodge made the motion to approve with a second made by Director Via-Friend. The minutes were approved unanimously. No further action needed.

**Consider/Discuss/Act – Update on MCVB Board Appointments**

**10-053**

Executive Director Diann Bayes reported that Director John Rattan will continue to serve on the CVB board for another year. There were four positions that needed to be filled; Director Tate & Director Via-Friend were re-appointed. Executive Bayes stated the CVB no longer has a representative from the Main Street board on the CVB board. Executive Director Bayes stated the CVB does need to appoint a board member to represent the CVB on the Main Street Board. Director Dockrill nominated Director Lodge and asked for any other nominations to fill this position. Director Tate seconded the nomination of Director Lodge. All were in favor. The two new board members are Doc Vranici, manager/owner of Brothers Pizza and Michael McEntire. No further action needed.

**Consider/Discuss/Act –TACVB Annual Conference Update**

**10-054**

Executive Director Bayes stated the TACVB conference was a great conference, and acknowledged staff member Beth Shumate for the phenomenal work she has been doing regarding online marketing as well as the story board Shumate created to display the CVB online marketing efforts at the conference. Executive Director Bayes reported the MCVB won first place at this conference for online marketing. Executive Director Bayes advised board members that according to statistics presented at the conference, by 2015 the Hispanic population will be the majority in Texas. With that knowledge, Bayes advised board members that the CVB as well as the state needs to look at how we market to the Hispanic population. Other topics of discussion at the conference were the legislative issues that are coming up in tourism this year. Executive Director Bayes advised board members she will be traveling to Galveston for the TTIA Conference September 19-21. Executive Director Bayes advised board members she would be back in McKinney on September 21<sup>st</sup> to present the CVB budget to city council. No further action needed.

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

**10-055**

Executive Director Bayes advised board members of a number of conferences that are coming up. The CVB will be represented at the American Bus Association in Chicago, the Albuquerque Balloon Festival, and the National Tour Association conference via visitor’s guides and collateral material that will be sent. Bayes stated she would be attending the AARP Conference in Orlando at the end of September. Executive Director Bayes gave an update on Bloomin’ to Boomin’ an explosion of Crape Myrtles, Culture and Coolness in McKinney. This is an event that stemmed from the Cultural Tourism Coalition that the CVB spearheaded in January 2010. This event has blossomed into a full month of events beginning with the peak season of Crape Myrtle blooms in June and ending with Red, White, & BOOM 4<sup>th</sup> of July weekend. Executive Director Bayes also updated board members of McKinney’s application to the First Ladies Texas Treasures Award – this award is given by the First Lady of Texas at the Texas Travel Industry Association Unity Dinner in February. Bayes also gave an update on the meeting planners guide, CTA program, social networking statistics and upcoming workshops that Tourism Sales Manager Villanueva will be attending over the next few weeks. Board members asked/discussed status of hotel & convention center for McKinney. Council liaison Ricchi stated he did not anticipate any problems with the CVB budget. Ricchi asked board members to provide him with any questions/concerns that they would like for council to address and encouraged board members to attend council sessions. No further action required.

**Committee Reports**

**10-056**

- Marketing Committee* – Did not meet.
- Development* – Did not meet.
- Finance* – Did not meet.

**Report of meetings, events of other Boards/Entities by Liaisons**

**10-057**

MCDC representative Tracy Rath advised sales tax was down in McKinney as compared to our adjacent cities Fairview, Allen, and Frisco. Ms. Rath advised CVB board members that Ray Eckenrode, Bill Campbell, and James Lane will rotate off CDC board, and new members are Michael Puhl, Eric Davis, and Dan Hall. No further action required.

**Citizens Comments**

**10-058**

There were no citizen’s comments.

**ADJOURN**

There being no further business, Director Dockrill moved for a motion to adjourn. Director Gardner made the motion and Director Zuber seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:09 p.m.

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Ian Dockrill                      Date  
Board Chair

**The next scheduled MCVB Board meeting will be held Monday, September 27, 2010, at 3:00 p.m. at the MEDC Conference Room.**