

VISIT MCKINNEY BOARD

REGULAR MEETING

OCTOBER 24, 2023

The McKinney Convention and Visitors Bureau Board met in the Encore Wire Board Room at the McKinney Performing Arts Center, 111 N. Tennessee, McKinney, Texas on Tuesday, October 24, 2023, at 8:00 a.m.

CALL TO ORDER

Visit McKinney Board Vice Chair Katie Scott called the meeting to order at 8 a.m. and recognized all present by name.

Board members present: Emily McClure, Juanita Pena, Efrem Windom, Patrick McGuire, Whitney Nash, Katie Scott, Mike Danielson

Absent: Keith Gall

Others present were staff members from Visit McKinney including Executive Director Aaron Werner, Communications Manager Beth Shumate, and Meeting & Event Services Manager Alisha Holmberg, MCDC Administrative and Marketing Coordinator Linda Jones, City of McKinney Director of Strategic Services Trevor Minyard, and City Council liaisons Councilmen Justin Beller and Patrick Cloutier.

23-0881 Presentation: Board Procedures

Executive Director Aaron Werner reviewed basic Visit McKinney Board Procedures as a reminder to all members on expectations and proper procedures during Board meetings.

23-0882 Election of Officers a. Chair b. Vice Chair c. Secretary/Treasurer

Board members unanimously approved the motion by Board member Whitney Nash, seconded by Board member Patrick McGuire, to elect Katie Scott for Chair.

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Patrick McGuire, to elect Whitney Nash for Vice Chair.

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Emily McClure, to elect Janie Pena for Secretary/Treasurer.

- 23-0883** Appointment of Visit McKinney Committee Members a. Finance Committee b. Human Resources Committee c. Marketing Committee

Board members unanimously approved the motion by Board member Emily McClure, seconded by Board member Whitney Nash, to approve the following committee appointments:

- a. Finance Committee - Janie Pena, Patrick McGuire, Efrem Windom
- b. Human Resources Committee - Whitney Nash, Keith Gall, Efrem Windom
- c. Marketing Committee - Emily McClure, Patrick McGuire, Mike Danielson

- 23-0884** Appointment of a Visit McKinney Liaison to the Parks & Recreation Advisory Board

Board members unanimously approved the motion by Board member Mike Danielson, seconded by Board member Whitney Nash, to approve the appointment of Emily McClure as Visit McKinney Liaison to the Parks & Recreation Advisory Board.

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

No public in attendance.

CONSENT ITEMS

- 23-0885** Minutes of the Visit McKinney Board Meeting of September 26, 2023

Board members unanimously approved the motion by Board member McGuire, seconded by Board member Windom, to approve the minutes as attached.

REPORTS

- 23-0886** Board and Liaison Reports

City of McKinney Director of Strategic Services Minyard gave the board an update on the bond committee meeting(s) and the Downtown Redevelopment RFQ process. Councilman Cloutier added that the bond will help fund essential McKinney infrastructure projects including roads, parks, fire station, and more.

Linda Jones gave an overview of the types of grants MCDC awards to local organizations.

Werner presented the Visit McKinney Finance report, reviewing occupancy rates, ADR, and RevPar for September.

23-0887 Executive Director's Report

Werner reviewed convention/meeting sales efforts, services, visitor experience center traffic and store sales, and marketing metrics. He also provided updates on the Visitors Guide project to be complete in January 2024, open staff positions and hiring status, and events for which staff is acting as lead/chair organization - NCAA Div. 2 Football, the April 2024 Total Solar Eclipse, and The CJ Cup Byron Nelson in May 2024.

PUBLIC COMMENTS Regarding Matters not on the Agenda

NONE

BOARD AND MANAGER COMMENTS

Board member McGuire commented on a recent concert by the McKinney Philharmonic he attended, and asked for a TUPPS update. Minyard reported that an announcement of TUPPS grand opening should come soon. Board Chair Scott announced upcoming downtown events, and thanked staff and new Board members for their time and efforts.

ADJOURN

Board members unanimously approved the motion by Board member Whitney Nash, seconded by Board member Mike Danielson, to Adjourn at 9 a.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:_____.

KATIE SCOTT
Board Chair

JANIE PENA
Secretary / Treasurer