



McKinney Convention & Visitors Bureau

MCVB Update to City Council – January 3, 2012

The MCVB Board and Staff met on December 6. The next board meeting is January 24.

- MCVB Board discussed the organization's current goals and strategies for 2012
- MCVB Board discussed nominations for Tourism Partner of the Year
- MCVB staff updates on the following activities:
 - Outdoor Writer Jim Foster returned to McKinney to preview his new book on birding in Texas; the Heard Natural Science Museum and Wildlife Sanctuary was included along with Lake Lavon
 - Staff attended the taping of local business, The Artist's Loft, on Channel 33; staff sent the story idea to the television station
 - MCVB Executive Director will present to the McKinney Chamber Leadership class on the subject, Community as Commodity
 - MCVB staff will represent TEAM Texas as we welcome the American Bus Association delegates to their annual Marketplace meeting in Grapevine
 - MCVB welcomes the Association of State Dam Safety Officials coming in for a seminar the week of January 16
 - Staff will attend the Texas Association of Convention & Visitors Bureaus (TACVB) Mid-Winter Conference in Laredo in January
 - Staff will represent McKinney in a booth at the Texas Society of Association Executives (TSAE) Southwest Showcase in Austin in January
- MCVB Staff and Board members encourage City Council members to consider joining us for the Texas Travel Industry Association's (TTIA) Unity Dinner in Austin in February

MCVB Board Members

Angie Bado, Chair

Doc Vranici, Vice-chair

Colleen Via-Friend, Secretary/Treasurer

Trae Gardner

Erica Tate

George Lodge

Michael McEntire

Tim Baker

Linda Fogg

MCVB Staff

Diann Bayes, Executive Director

Beth Shumate, Communications Manager

Dee-dee Guerra, Tourism Sales Manager

Vanessa Baggett, Tourism Services Representative