



# Visit McKinney

## Agenda

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Tuesday, June 25, 2024

8:00 AM

Council Chambers  
222 N. Tennessee Street  
McKinney, TX. 75069

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**PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL AND/OR CITY BOARDS & COMMISSIONS MAY BE PRESENT. NO CITY COUNCIL, BOARD OR COMMISSION ACTION WILL BE TAKEN.**

### **CALL TO ORDER**

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

*If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.*

*Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.*

### **INFORMATION SHARING**

**24-1685**      [Sports Tourism Opportunities - Tom Burnett, President/CEO, Southwest Sports Partners, LLC](#)

### **CONSENT ITEMS**

*This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.*

**24-1686**      [Minutes of the Visit McKinney Meeting of May 28, 2024](#)

**Attachments:**      [Minutes](#)

### **REPORTS**

- 24-1687**      [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](#)
- Attachments:**    [MEDC Report](#)  
                          [MCDC Report](#)  
                          [VM Financials](#)  
                          [STR Report](#)  
                          [Occupancy Report](#)

- 24-1688**      [Executive Director's Report](#)
- Attachments:**    [Dashboard](#)

#### REGULAR AGENDA ITEMS

- 24-1689**      [Consider/Discuss/Act on the Grant Application from Texas Women Society in the Amount of \\$9500 for the Marketing and Promotion of the Lunar Harvest Moon Festival](#)
- Attachments:**    [Presentation](#)
- 24-1690**      [Consider/Discuss/Act on the Grant Application from Ratrodtober in the Amount of \\$5,000 for the Advertising and Promotion of the Ratrodtober Car and Bike Show.](#)
- Attachments:**    [Presentation](#)
- 24-1691**      [Consider/Discuss/Act on the Grant Application from LX Artworks in the Amount of \\$30,000 for the Development and Promotion for the Legacy Lane Interactive Media Project of The Cotton Mill.](#)
- Attachments:**    [Presentation](#)
- 24-1692**      [Consider/Discuss/Act on the Grant Application from The Flour Mill in the Amount of \\$20,000 for the Advertising and Promotion of Our Venue for Weddings and Other Special](#)

Events.

**Attachments:** [Presentation](#)

**24-1693** [Consider/Discuss/Act on the Grant Application from the MillHouse Foundation in the Amount of \\$7,050 to Support Outreach for the 2024 Season of Festivals and Events.](#)

**Attachments:** [Presentation](#)

**24-1694** [Consider/Discuss/Act on the Grant Application from the Heritage Guild of Collin County in the Amount of \\$8,800 to Help Provide Professional Signs with History and Facts About the Homes and Buildings in the Chestnut Square Historic Village.](#)

**Attachments:** [Presentation](#)

**24-1695** [Consider/Discuss/Act on the Visit McKinney Budget for Fiscal Year 2024-25 as Submitted to the City Manager](#)

**Attachments:** [Proposed Budget](#)

**PUBLIC COMMENTS Regarding Matters not on the Agenda**

**BOARD AND DIRECTOR COMMENTS**

*Board and Director comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.*

**ADJOURN**

*Posted in accordance with the Texas Government Code, Chapter 551, at least seventy-two (72) hours prior the start of the meeting, on or before the June 21, 2024, 5:00 p.m.*

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Aaron Werner  
Executive Director

*In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Email contact-[adacompliance@mckinneytexas.org](mailto:adacompliance@mckinneytexas.org). Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.*