



Visit McKinney

Agenda

Tuesday, May 23, 2023

8:00 AM

McKinney Performing Arts Center
Encore Wire Conference Room
111 N. Tennessee St.
McKinney, TX 75069

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL 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.

DISCUSSION ITEMS - No Action Taken

23-0414 [Update on 2023 McKinney Board & Commission Member Appointments](#)

Attachments: [About McKinney Boards & Commissions](#)
[Member Eligibility Policy](#)
[Apply Online](#)

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.

23-0415 [Minutes of the Visit McKinney Board Meeting of April 25, 2023](#)

Attachments: [Minutes](#)

REPORTS

23-0416 [Board and Liaison Reports](#)
[City of McKinney](#)
[MEDC](#)
[MCDC](#)
[McKinney Main Street / MPAC](#)
[Visit McKinney Marketing Committee](#)
[Visit McKinney Finance Committee](#)
Attachments: [MEDC Report May 2023](#)
 [MCDL Report May 2023](#)
 [VM Financials April 2023](#)
 [STR Report April 2023](#)
 [Occupancy Report March 2023](#)

23-0417 [Executive Director's Report](#)
Attachments: [Report](#)

REGULAR AGENDA ITEMS

23-0418 [Consider/Discuss/Act on the 2023-2025 Visit McKinney Strategic Plan](#)
Attachments: [Strategic Plan](#)

23-0419 [Update on FY 2023/2024 Key Performance Indicators \(KPIs\)](#)
Attachments: [Key Performance Indicators \(KPIs\)](#)

23-0420 [Consider/Discuss/Act on the Input the Visit McKinney Board Wants to Put Forward Regarding the Redevelopment of Downtown City-Owned Properties](#)

23-0421 [Presentation: Marketing 101](#)

PUBLIC COMMENTS Regarding Matters not on the Agenda

BOARD AND MANAGER COMMENTS

Board and Manager 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 19th day of May, 2023, 5:00 p.m.

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>.