

VISIT MCKINNEY BOARD

REGULAR MEETING

MAY 23, 2023

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Encore Wire Conference Room, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, May 23, 2023, at 8:00 a.m.

Board members present: Juanita Pena, Katie Scott, Whitney Nash, Connie Gibson, who joined the meeting at 8:10 a.m., and Patrick McGuire, who joined the meeting at 8:06 a.m.

Absent: Deidre Woodard, Emily McClure

Alternate member present: Jon Christopher Davis filled in for Emily McClure in a voting capacity. Davis left at 9:38 a.m.

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Executive Assistant Sabine Smith, City Manager Paul Grimes, Director of Cultural District Andrew Jones, City Secretary Empress Drane, Alternate MCDC Board Liaison Jon Dell'Antonia, City Council Liaison Justin Beller

CALL TO ORDER

Board Vice Chair Katie Scott called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

DISCUSSION ITEMS - No Action Taken

23-0414 Update on 2023 McKinney Board & Commission Member Appointments

A presentation was given by City Secretary Empress Drane, highlighting upcoming deadlines, appointment eligibility, and she referred to several resources. Drane specified which Board member termed out, who has time left in their term, or needs to re-apply. There were no questions.

CONSENT ITEMS

23-0415 Minutes of the Visit McKinney Board Meeting of April 25, 2023

Board members unanimously approved the motion by Board member Whitney Nash, seconded by Board member Juanita Pena, to approve and refer the minutes of the Visit McKinney Board Meeting of April 25, 2023, to City Council.

REPORTS

Board Vice Chair Katie Scott called for Board and Liaison updates.

23-0416 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Marketing Committee, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes gave an overview of the agenda items covered in the special meeting/work session later that afternoon: an update on the downtown city-owned property redevelopment initiative; an update on the results of the airport bond referendum and discussion of options for the proposed project; and a review of the results of the request for proposals (RFP) for waste hauling services. City Council Liaison Justin Beller had no updates. Board member Juanita Pena praised City staff on how professional the airport bond election was handled.

Board Chair Connie Gibson took over the meeting as chair.

MEDC – No representatives from MEDC were present. A report is attached.

MCDC – Alternate MCDC Board Liaison Jon Dell'Antonia, who had previously served on the Visit McKinney Board, gave updates on the AT&T Byron Nelson tournament, thanked everyone for helping out at the booth, and spoke about the current project grant cycle, the new Hotel at District 121, and the TUPPS Brewery Expansion Project.

McKinney Main Street / MPAC – Director of Cultural District Andrew Jones reviewed past events and gave an overview of upcoming downtown activities for June and July, including details about KHYI's 27th Annual Texas Music Revolution Festival, the Juneteenth Celebration, the Craft Beer Walk, Coffee Crawl, Fourth of July Events,

and several performers at MPAC. Jones introduced the new McKinney Night Market series and a new video series highlighting McKinney's Food Scene.

Visit McKinney Marketing Committee – Board member Katie Scott went through the marketing and social media numbers of the Executive Director's report, explained the Visit Widget, showed one of the hotel videos, and praised Communications Manager Beth Shumate for her efforts. Scott gave an update on the store status.

Visit McKinney Finance Committee – Board member Whitney Nash covered the operating statement of April 2023 and the Occupancy Report, and reviewed the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities. As a follow up from last month, Nash pointed out that after the Sheraton made their late payment, the new number for March was \$197,014, which is now a 15.91% increase from FY22.

23-0417 Executive Director's Report

Executive Director Aaron Werner referred to his attached report and encouraged questions or concerns, congratulated Board members Katie Scott and Deidre Woodard for graduating from Leadership McKinney, a year-long program facilitated by the McKinney Chamber of Commerce. Werner gave a re-cap of Visit McKinney's AT&T Byron Nelson participation and mentioned the follow-up meetings with the full committee identifying improvements for next year. Werner reviewed the Community Leaders of America (CLA) event and passed on the praise of the CLA President that this was the most welcoming town their conference has ever visited, which exactly reflects Visit McKinney's new vision statement. Werner went through the incoming RFP numbers and explained the higher lost RFP numbers. Werner reviewed other sports events, past and present, touched on Sports Tourism goals that were discussed during the strategic planning session, and listed recently established and improved partnerships with the Parks & Recreation Department and third-party Sports Partners to ensure that hotel room nights stay in McKinney and that each group's entire stay is elevated. Since all NCAA tournaments are open for bid starting in July, Werner and

Director of Parks and Recreation Michael Kowski have been meeting to determine the sporting events on which to bid.

REGULAR AGENDA ITEMS

23-0418 Consider/Discuss/Act on the 2023-2025 Visit McKinney Strategic Plan

Executive Director Aaron Werner gave a recap how the 2023-2025 Visit McKinney Strategic Plan was put together and explained that if adopted, the plan will be presented at an upcoming City Council work session. Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Whitney Nash, to approve the 2023-2025 Visit McKinney Strategic Plan.

23-0419 Update on FY 2023/2024 Key Performance Indicators (KPIs)

Executive Director Aaron Werner reviewed how staff put the KPIs for Fiscal Year 2024 in place, how the KPIs are tied back to the Visit McKinney Strategic Plan and how they align with the City Council's goals. The KPIs have been submitted to the City Manager's Office by the deadline. Werner stood for questions.

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

Executive Director Aaron Werner gave an introduction and recap about the topic and Board members discussed and proposed to submit the following suggestions for development of city-owned properties to Michael Quint, City of McKinney Development Services Executive Director: A hotel that includes conference/meeting space and a rooftop feature for live music, restaurant, or bar; a kid/family-friendly entertainment venue or facility; and/or a live music performance venue. Board members unanimously approved the motion by Board member Whitney Nash, seconded by Board member Katie Scott, to be proactive and submit the above mentioned priorities regarding the redevelopment of downtown city-owned properties.

23-0421 Presentation: Marketing 101

Communications Manager Beth Shumate gave a presentation about Marketing 101 and stood for questions. Executive Director Aaron Werner gave more information about the 2026 FIFA World Cup opportunities.

PUBLIC COMMENTS Regarding Matters not on the Agenda

There were no public comments regarding matters not on the agenda.

BOARD AND MANAGER COMMENTS

Board Chair Connie Gibson praised alternate board member Jon Christopher Davis' music performance she recently attended and mentioned that Board member Whitney Nash and herself attended the graduation of Board members Katie Scott and Deidre Woodard from Leadership McKinney. Gibson also praised all of the staff's efforts. Board member Patrick McGuire shared a picture of his dog next to the Benji statue.

ADJOURN

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Whitney Nash, to adjourn the meeting at 9:39 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: _____

CONNIE GIBSON
Board Chair

SABINE SMITH
Board Clerk