

VISIT MCKINNEY BOARD

REGULAR MEETING

MARCH 26, 2024

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the City Hall Council Chambers at 222 N. Tennessee Street, McKinney, Texas on Tuesday, March 26, 2024 at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:02 a.m. upon determining a quorum consisting of Board Chair Katie Scott and the following Board Members were present: Vice Chair Whitney Nash, Secretary/Treasurer Juanita Pena, Keith Gall, Efrem Windom, and Emily McClure.

Absent: Patrick McGuire

Visit McKinney Staff Present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Sales Manager Marie Woodard, and Executive Assistant Paula Martin.

Other Present: City of McKinney Director of Strategic Services Trevor Minyard, Andrew Jones Cultural District Director, and City Councilmen Patrick Cloutier, Justin Beller, MCDC Board Liaison Deborah Bradford, Salesmanship Representatives, Dodge Carter and Lexie Okeke, and President of Texas Hotel & Lodging Associates, Scott Joslove. Tamra Gaines.

Board Chair Katie Scott called for Public Comments on agenda items. There were none.

Board Chair Katie Scott called for Consent Items on the agenda.

24-1361 Minutes of the Visit McKinney Meeting of February 27, 2024

Board Members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Whitney Nash, to Approve and Refer the minutes of the Visit McKinney Board Meeting of February 27, 2024.

Board Chair Katie Scott called for reports.

24-1362 Board and Liaison Reports

City of McKinney

McKinney Economic Development Corporation

McKinney Community Development Corporation

McKinney Main Street / MPAC

McKinney Parks and Recreation

Visit McKinney Finance Committee

Visit McKinney Marketing Committee

Councilman Cloutier congratulated everyone on the success of the Asian Festival and welcomed Brian Medina to the Visit McKinney Board. Cloutier added that more details regarding the upcoming bond vote will be presented at the April meeting.

Cultural District Director Andrew Jones commented on the success of the Asian Festival and praised the Texas Women's Society for putting together such a well-organized event. Upcoming events include the Solar Eclipse watch party on April 8th and Arts in Bloom Festival April 12 – 14.

24-1363 Executive Director's Report

Board Chair Katie Scott called for Regular Agenda Items.

24-1364 Update – 2024 CJ Cup Byron Nelson by the Salesmanship Club

Dodge Carter and Lexie Okeke updated the Board about the upcoming Byron Nelson that will be held at TPC Craig Ranch May 2nd – 5th.

24-1365 Presentation – HOT Tax by Scott Joslove President, and CEO of Texas Hotel and Lodging Associates

Scott Joslove, President & CEO of the Texas Hotel and Lodging Association, was the guest speaker, presenting information and explaining the appropriate use of Hotel Occupancy Tax funds.

24-1365 Presentation - HOT Tax by Scott Joslove, President, and CEO of Texas Hotel & Lodging Associates

Board Chair Katie Scott for public comments regarding matters not on the agenda. There were no comments.

Board Chair Katie Scott called for Board and Director comments.

Board Chair Katie Scott called to adjourn the meeting.

Board members unanimously approved the motion by Board member Efrem Windom, seconded by Board member Emily McClure, to Adjourn the meeting at 9:03 a.m.

An video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the Visit McKinney Board on April 23, 2024 and referred to the City Council Regular Meeting of May 7, 2024 for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

JANIE PEÑA, Secretary / Treasurer

City of McKinney, Texas