



Visit McKinney

Agenda

Tuesday, November 25, 2025

8:00 AM

McKinney City Hall
Council Chambers
401 E. Virginia Street
McKinney, Texas 75069

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.

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.

25-3397 [Minutes of the Visit McKinney Meeting of October 28, 2025](#)
Attachments: [Minutes](#)

REPORTS

25-3398 [Board and Liaison Reports](#)
[City of McKinney](#)
[MEDC](#)
[MCDC](#)

[McKinney Main Street / MPAC](#)
[McKinney Parks and Recreation](#)
[Visit McKinney Finance Report](#)
[Visit McKinney Marketing Report](#)

Attachments: [MEDC Report](#)
[MCDC Report](#)
[VM Marketing Report](#)
[VM Financial Report](#)
[STR Report](#)
[Occupancy Report](#)

25-3399 [Executive Director's Report](#)

REGULAR AGENDA ITEMS

25-3400 [Consider/Discuss/Act - 2025 Visit McKinney Tourism Partner of the Year Chamber Awards Recipient](#)

Attachments: [Tourism Partner - Previous Award Recipient](#)

25-3401 [McKinney Chupacabras - Michael Hitchcock](#)

Attachments: [Chupacabra Presentation](#)

25-3402 [FY26 Visit McKinney Advertising Plan](#)

Attachments: [Presentation](#)

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 Texas Government Code, Chapter 551, on or before the 19th day of November 2025.

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. 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>.