

VISIT MCKINNEY BOARD

REGULAR MEETING

NOVEMBER 25, 2025

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the City Hall Council Chambers, located at 401 E. Virginia Street, McKinney, Texas on Tuesday, November 25, 2025 at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:01 a.m. upon determining a quorum consisting of Board Chair Katie Scott and the following board members were present:

Board Members present: Brian Medina, Juanita Pena, Keith Gall, Jill Thompson Barnes, Katie Scott, Carol Sullivan

Absent: Patrick McGuire, Taryne Bolton

City Staff and Liaisons present: City Manager Paul Grimes, Main Street/Cultural Arts Director Andrew Jones, City Councilmen Justin Beller, and MCDC Board Liaison Markus Lloyd.

Visit McKinney Staff present: Executive Director Aaron Werner, Asst. Director Alsiha Holmberg, Sr Communications and Media Specialist Sarah Nolting, Digital Communications Coordinator Emily Myrick, and Executive Asst. Paula Martin.

Also present were Michael Hitchcock and Connor Sides from McKinney Chupacabras FC.

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

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

25-3397 Minutes of the Visit McKinney Meeting of October 28, 2025

Board members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Brian Medina, to Approve and Refer the Minutes of the Visit McKinney Meeting of October 28, 2025

Board Chair Katie Scott call for Board and Liaison Reports

25-3398 Board and Liaison Reports

City of McKinney report was presented by City Manager Paul Grimes. Main Street report was presented by Main Street and Cultural Arts Director Andrew Jones. MCDC report was presented by Markus Lloyd.

Board Chair Katie Scott called on Visit McKinney Executive Director to present agenda items 25-3399.

25-3399 Executive Director's Report

Board Chair Katie Scott called for Regular Agenda items starting with

25-3400 Consider/Discuss/Act - 2025 Visit McKinney Tourism Partner of the Year Chamber Awards Recipient

Board Members approved the motion by Board Member Keith Gall, seconded by Board Member Juanita Pena, to Approve Option A on the list of nominees for the 2025 Visit McKinney Tourism Partner of the Year Chamber Awards Recipient with a vote of 4 - 2 - 0, with Board Members Jill Thompson Barnes, Carol Sullivan voting no.

Board Chair Katie Scott welcomed Michael Hitchcock and invited him to present agenda items.

25-3401 McKinney Chupacabras - Michael Hitchcock

Board Chair Katie Scott called on Sarah Nolting to present on the next regular the Visit McKinney Advertising Plan for FY26.

25-3402 FY26 Visit McKinney Advertising Plan

Board Chair Katie Scott called for Public Comments Regarding Matters not on the Agenda. There were none.

Board Chair Katie Scott called for Board and Director Comments

Board Members unanimously approved the motion by Board Member Brian Medina, seconded by Board Member Carol Sullivan, to Adjourn the meeting at 9:05 a.m.

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

These minutes approved by the Visit McKinney Board on January 27, 2026 and referred to the City Council Regular Meeting of March 17, 2026 for City Council approval.

SIGNED:

KATIE SCOTT, Chair
BRIAN MEDINA, Vice Chair

ATTEST:

PAULA MARTIN, Executive Assistant
City of McKinney, Texas