

VISIT MCKINNEY BOARD

REGULAR MEETING

APRIL 25, 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, April 25, 2023, at 8:00 a.m.

Board members present: Deidre Woodard, Emily McClure, Katie Scott, Whitney Nash, Connie Gibson, and Juanita Peña, who joined the meeting at 8:07 a.m.

Absent: Patrick McGuire

Alternate member present: Jon Christopher Davis filled in for Patrick McGuire in a voting capacity

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Sales Manager Marie Woodard, City Manager Paul Grimes, Director of Cultural District Andrew Jones, Executive Director of Development Services Michael Quint, MCDC Board Liaison Joy Booth, City Council Liaison Richard Franklin

CALL TO ORDER

Board Chair Connie Gibson 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.

CONSENT ITEMS

23-0309 Minutes of the Visit McKinney Board Meeting of March 28, 2023

Board members unanimously approved the motion by Board member Jon Christopher Davis, seconded by Board member Katie Scott, to approve and refer the minutes of the Visit McKinney Board Meeting of March 28, 2023, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

23-0310 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 candidates and the special bond election for the McKinney National Airport that are on the ballot for the general election on May 6, 2023, and talked about the upcoming joint meeting between the City Council, and the MEDC and MCDC Boards to discuss joint and future projects and their priorities. City Council Liaison Richard Franklin reported that the Byron Nelson is sold out and the goal is to bring in \$23 million this year.

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

MCDC – MCDC Board Liaison Joy Booth explained the different grant cycles in the attached report: Project Grants and Retail Development Infrastructure Grants, and where each of them currently is in the process. Booth gave an overview of the Joint Meeting MCDC had with the Parks, Recreation & Open Space (PROS) Advisory Board and Board member Deidre Woodard summarized some more of the details from that joint meeting. Booth reported on the status of the TUPPS Brewery Expansion Project and the updated timing regarding the final completion.

McKinney Main Street / MPAC – Director of Cultural District Andrew Jones reviewed past events, with a special focus on Arts in Bloom, and gave an overview of upcoming downtown activities for May and June, including details about KHYI's 27th Annual Texas Music Revolution Festival and the Tiny Doors Art Project.

Visit McKinney Marketing Committee – Board member Katie Scott spoke about the Visit McKinney website and social media numbers, and the retail store updates. A discussion followed regarding a grand opening celebration once all the pieces of the Experience Center are in place.

Visit McKinney Finance Committee – Board member Whitney Nash covered the operating statement of February 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. McKinney shows a higher total occupancy than Allen, Plano, and Frisco but a lower ADR and RevPar than these same three cities. Nash explained that the revenue shows

to be down 3.92% from last year. However, The Sheraton and The Grand did not submit their HOT Tax payments last month. Once that is caught up next month, it will reflect accurately again. Total Revenue YTD is \$1,273,914 which is still 24.95% greater than this time last year.

23-0311 Executive Director's Report

Executive Director Aaron Werner referred to his attached report and encouraged questions or concerns, reported on staff accomplishments, highlighted upcoming joint council meetings and the reading of the National Travel and Tourism Week Proclamation at the upcoming City Council work session. Werner participated in the newly-created MEDC Momentum Podcast and encouraged board members to watch out for that episode to be released soon. Werner announced the strategic plan adoption and KPI review at the next board meeting and subsequent presentation to the City Council. Werner thanked Meeting & Event Services Manager Alisha Holmberg and Communications Manager Beth Shumate for a successful Influencer Fam Tour, recounted the events of that day, and Director of Cultural District Andrew Jones provided additional insights. Werner gave an overview of upcoming May and June events Visit McKinney is supporting and thanked Staff Assistants for their hard work in putting together a large number of welcome bags this quarter.

REGULAR AGENDA ITEMS

23-0312 Update on the Future Use of City-Owned Properties in Historic Downtown McKinney

Board Chair Connie Gibson asked Executive Director of Development Services Michael Quint to update the Board on the future use of city-owned properties in Historic Downtown McKinney. Quint gave a detailed presentation and stood for questions from the Board.

23-0313 Presentation: Sales 101

Sales Manager Marie Woodard gave a presentation about Sales 101 and stood for questions.

PUBLIC COMMENTS Regarding Matters not on the Agenda

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

BOARD AND MANAGER COMMENTS

Board member Emily McClure announced that she is a Yelp-verified reviewer.

ADJOURN

Board members unanimously approved the motion by Board member Whitney Nash, seconded by Board member Deidre Woodard, to adjourn the meeting at 9:29 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