

VISIT MCKINNEY BOARD

REGULAR MEETING

FEBRUARY 27, 2024

The McKinney Convention and Visitors Bureau dba Visit McKinney Board met in regular session at the McKinney Performing Arts Center (MPAC) Encore Room, located at 111 N. Tennessee Street, McKinney, Texas on Tuesday, February 27, 2024, at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:00 a.m. upon determining a quorum consisting of Board Chair Katie Scott and the following board members were present: Secretary/Treasurer Juanita Pena, Efrem Windom, Whitney Nash, Katie Scott, Mike Danielson, and Keith Gall

Absent: Emily McClure and Patrick McGuire

Visit McKinney Staff Present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Digital Communication Coordinator Amber Lacy, and Marie Woodard.

Other Present: City Manager Paul Grimes, Andrew Jones Cultural District Director, and City Councilmen Patrick Cloutier, Justin Beller, MCDC Board Liaison Deborah Bradford and Strategic Planning Facilitator Tamra Gaines.

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

24-1275 Minutes of the Visit McKinney Board Meeting of December 6, 2023

Board members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Mike Danielson, to Approve and Refer the Minutes of the Visit McKinney Board Meeting of December 6, 2023

24-1276 Minutes of the Visit McKinney Board Meeting of January 30, 2024

Board members unanimously approved the motion by Board Member Efrem Windom, seconded by Board member Whitney Nash, to Approve and Refer the Minutes of the Visit McKinney Board Meeting of January 30, 2024

Board Chair Katie Scott called for reports.

24-1277 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.

Board Chair Katie Scott called for Regular Agenda Items.

24-1278 Visit McKinney Strategic Planning Workshop

Aaron gave a brief overview of the Strategic Plan passed by the board in FY 2022-23 and discussed the process for the remaining part of the meeting.

Facilitator Tamra Gaines reviewed the goals, asking board members and staff to discuss the status of each goal and marked each on large posters to indicate if they hadn't been started, were in progress, or had been completed.

During the second part of the workshop, Board members and staff brainstormed on Pros and Cons of Visit McKinney's bylaws be changed to put Visit McKinney under City direction with the board moving into an advisory role. Everyone decided the pros far outweighed the cons, and Aaron was given approval to move forward.

Board Chair Katie Scott called 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 Keith Gall, seconded by Board Member Mike Danielson, to Adjourn the meeting at 11:26 a.m.

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

These minutes approved by the Visit McKinney Board on March 26, 2024, and referred to the City Council Regular Meeting April 2, 2024. of for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

JANIE PEÑA, Secretary / Treasurer
PAULA MARTIN, Meeting Clerk

City of McKinney, Texas