

The mission of the McKinney Convention and Visitors Bureau is to market McKinney as the Destination of Choices

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

May 24, 2010

The MCVB Board met for a Regular Meeting in the McKinney Convention & Visitors Bureau conference room on May 24, 2010.

Present were: Directors Colleen Via-Friend, Erica Tate, Trae Gardner, John Rattan, Heidi Zuber, George Lodge, City Finance Liaison Jason Weeks, Staff: Executive Director Diann Bayes, Tourism Services Representative Vanesa Baggett, and guests: Tracy Rath MCDC Board Member . Absent were Directors Ian Dockrill, Angie Bado, John Dugan, City Council Liaison Ray Ricchi, Tourism Sales Manager Dee-Dee Villanueva and Communication Services Manager Beth Shumate .

Call to Order

Director Colleen Via-Friend called the meeting to order at 3:02PM.

Introductions

10-033

Director Via-Friend introduced guest Tracy Rath, MCDC Board Member.

Approval of Minutes of Regular Board Meeting March 22, 2010

10-034

Director Via-Friend asked for a motion to approve minutes from the March 22, 2010 MCVB Board meeting. Director Heidi Zuber made the motion to approve with a second made by Director John Rattan. The minutes were approved unanimously. No further action needed.

Consider/Discuss/Act – EOY Projections and Budget Planning

10-035

Executive Director Diann Bayes stated she had recently met with the city finance liaison Jason Weeks and the MCVB finance committee. Bayes highlighted that it had been a very distressing few months on the hotel side and we have seen drastic changes on hotel occupancy tax. Bayes stated without “heads in beds, we don’t have money and without money we can’t market any of the activities and/or events that take place in McKinney.” Executive Bayes also stated that focus needs to be on overnight activities and events and Sunday thru Thursday business. Executive Director Bayes acknowledged the entire state is experiencing the same downward trend. Bayes also stated according to the US Travel Association, 2009 had the worst numbers in hospitality ever recorded, including the period around 9-11. Bayes advised board members that staff had done research and from talking to our hoteliers, many of our bookings have been lost to the city of Allen. Tourism Sales Manager Villanueva researched our neighboring cities and the rates full-service hotels were offering. The Courtyard Marriott (a full-service hotel in Allen) rates were quoted at \$59 and \$69 for corporate customers. According to Bayes, full-service properties in McKinney have had increases while the limited service properties have seen major decreases in occupancy. City Finance Liaison Jason Weeks reviewed the hotel/motel activity report for FY 2003 through projected FY 2011 with board members. Weeks stated Executive Director Bayes was able to cut this year’s budget and next year’s budget down to \$578K this year and \$523K next year as compared to the previous \$640K budget. Finance Liaison Weeks reviewed the line item budget and highlighted the areas in which Executive Director Bayes had made cuts to meet the new budget. Executive Director Bayes advised the MCVB would continue to advertise in the magazines that we were committed to this year; however, she would sign no new advertising contracts. She stated the staff would

concentrate on social media and web-based marketing, as well as utilizing Communications Manager, Beth Shumate's writing skills and putting out as many press releases as possible, all of which are free marketing avenues. Bayes shared the various budget cuts proposed for FY 2010-2011 including a decrease in association memberships and promotional items. She also stated she believed all would benefit from a Smart Phone Application in which the funding would come from a combined effort of the city, MCVB and MEDC. Bayes stated the CVB does need the funds for marketing. Director Via-Friend commended Executive Director Bayes for a job well done in cutting the budget noting that it was a great challenge. No further action needed.

Consider/Discuss/Act –Certified Tourism Ambassador Program

10-036

Executive Director Bayes updated board members that the entire MCVB staff has completed the Certified Tourism Ambassador (CTA) program that the DFW area tourism council implemented approximately 1 ½ years ago. Bayes stated the Chamber of Commerce as well as other entities are interested in participating in the CTA program. Bayes stated that both she and staff member Villanueva were certified facilitators for this program and planned to schedule a CTA class sometime in July or August in McKinney for people that are interested. Executive Bayes asked the board if they were interested in participating in the class and advised that many other board members from other cities have participated in the program. She noted the Frisco Mayor was the only mayor in the DFW area to have taken the class so far. Directors Lodge, Tate, and Via-Friend stated they were interested in attending the class. No further action needed.

Consider/Discuss/Act –Cultural Tourism Coalition

10-037

Executive Director Bayes advised the board of the Cultural Tourism Coalition. Bayes stated that through communication with our area attractions, it was determined there had been a communication breakdown among venues/attractions. The Coalition brings together artists, venues, and various groups. Bayes advised board members from this coalition, the birth of a new group developed – Bloomin' and Boomin' Committee. The Bloomin' and Boomin' Committee is planning a month long celebration for June 2011 that will kick off with Bike the Bricks and end with Red, White, & Boom. This event will encompass many activities throughout the month all the while highlighting the beautiful Crape Myrtles in McKinney that tie the entire city together. Each Venue will pay for its own event; then, the CVB will work on marketing the entire event for the city. No further action required.

Consider/Discuss/Act –Director's Report on Existing Projects, Initiatives and Events

10-038

Executive Director Bayes educated board members of various events that have taken place in Texas as well as the nation that are affecting tourism, travel and dollars spent, such as the Gulf Oil Spill, Visa Waiver, and the Arizona Law & Travel Boycott. Executive Director Bayes praised staff member Dee-Dee Villanueva, Tourism Sales Manager, for her efforts in selling to meeting planners, other associations and groups, stating Villanueva has assisted in booking 257 rooms over the past two months. Bayes also advised board members that McKinney has lost business mainly due to lack of facilities. An example given: McKinney lost a group of 100 that needed 37 hotel rooms with accommodations of four breakout rooms. There was much discussion over the lack of facilities in McKinney based on the type of requests that are coming into the McKinney Convention and Visitors Bureau. Most corporate groups and associations are looking for full-service hotels and multiple break-out. Executive Director Bayes updated board members on the CVB's marketing efforts. Bayes stated communications manager Beth Shumate has increased the number of press releases being sent out to various media outlets focusing on McKinney and the many events that are taking place throughout the city. No further action required.

Committee Reports

10-039

Marketing Committee – Did not meet.

Development – Did not meet, however the McKinney Economic Development Alliance team visited Round Rock Texas to see how they market/develop various city functions.

Finance – Director Via-Friend advised the board of the numbers for March & April and advised that the spending numbers were down.

Report of meetings, events of other Boards/Entities by Liaisons

10-040

Director Via-Friend asked for an update from MCDC board member Tracy Rath. Ms. Rath stated MCDC Board approved \$75k for the strategic economic development plan, \$125k for Mane Gait for a covered arena which is to go before council in June. They denied Baylor Healthcare System \$406k as well as denied SB Harbor Group \$92K due to the change of the scope of the project by SB Harbor Group.

Citizens Comments

10-041

There were no citizen's comments.

ADJOURN

There being no further business, Director Via-Friend moved for a motion to adjourn. Director Lodge made the motion and Director Zuber seconded the motion. The Board voted; the motion passed unanimously and the meeting adjourned at 4:39 p.m.

Ian Dockrill Date
Board Chair

The next scheduled MCVB Board meeting will be held Monday, August 23, 2010, at 3:00 p.m. at the MCVB Conference Room.