



Visit McKinney

Agenda

Tuesday, March 28, 2023

8:00 AM

McKinney Performing Arts Center
Encore Wire Conference Room
111 N. Tennessee St.
McKinney, TX 75069

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL 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.

23-0235 [Minutes of the Visit McKinney Board Meeting of February 28, 2023](#)

Attachments: [Minutes](#)

REPORTS

23-0236 [Board and Liaison Reports](#)
[City of McKinney](#)
[MEDC](#)
[MCDC](#)

[McKinney Main Street / MPAC](#)

[Visit McKinney Finance Committee](#)

[Visit McKinney Marketing Committee](#)

Attachments: [MEDC Report February 2023](#)
[MEDC Report March 2023](#)
[MCDC Report February 2023](#)
[MCDC Report March 2023](#)
[VM Financials January 2023](#)
[VM Financials February 2023](#)
[STR Report January 2023](#)
[STR Report February 2023](#)
[Occupancy Report January 2023](#)
[Grants Overview Spring 2023](#)

23-0237 [Executive Director's Report](#)

Attachments: [Report March 2023](#)

REGULAR AGENDA ITEMS

23-0238 [Consider/Discuss/Act on the Grant Application from Heritage Guild of Collin County in the Amount of \\$2,500 for the Digital Marketing Plan for the Wedding Component](#)

23-0239 [Consider/Discuss/Act on the Grant Application from Marching Music Made in McKinney in the Amount of \\$5,000 for the Advertising and Promotion of Drum Corps International Events 2023](#)

Attachments: [Presentation](#)

23-0240 [Consider/Discuss/Act on the Grant Application from SBG Hospitality in the Amount of \\$7,000 for the Advertising and Promotion of the 7th Annual McKinney Wine & Music Festival](#)

Attachments: [Presentation](#)

23-0241 [Consider/Discuss/Act on the Grant Application from Ratrodtober in the Amount of \\$10,000 for the Advertising and Promotion of the Ratrodtober Car & Bike Show](#)

Attachments: [Presentation](#)

DISCUSSION ITEMS - No Action Taken

23-0242 [Discuss FY24 Budget Priorities](#)

PUBLIC COMMENTS Regarding Matters not on the Agenda

BOARD AND MANAGER COMMENTS

Board and Manager 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 the Texas Government Code, Chapter 551, at least seventy-two (72) hours prior the start of the meeting, on or before the 24th day of March, 2023, 5:00 p.m.

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-ada.compliance@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>.