

VISIT MCKINNEY BOARD

REGULAR MEETING

MAY 27, 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, May 27, 2025 at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:02 a.m. upon determining a quorum consisting of Board Chair Katie Scott and the following board members were present: Efrem Windom, Patrick McGuire, Katie Scott, Jill Thompson Barnes, Brian Medina, Juanita Pena, Keith Gall

Absent: Whitney Nash

The following Visit McKinney Staff were present: Aaron Werner, Alisha Holmberg, Beth Shumate, Paula Martin and Emily Myrick.

City Staff and City Council Members were present: City Manager Paul Grimes, City Secretary Empress Drane, Director of Cultural District & Main Street Andrew Jones, Councilmen Patrick Cloutier and Justin Beller. Also present, Zach Samuell with Marching Music Made in McKinney.

Boad Chair Katie Scott called for public comments on agenda items. There were none.

Board Chair Katie Scott called information sharing items on the agenda.

25-2826 Update on 2025 McKinney Board & Commission Member Appointments

Board Chair Katie Scott called for consent items on the agenda.

25-2827 Minutes of the Visit McKinney Meeting of April 29, 2025

Board Members unanimously approved the motion by Board Member Keith Gall, seconded by Board Member Juanita Pena, to Approved and Refer the Minutes of the Visit McKinney Meeting of April 29, 2025

Board Chair Katie Scott called for board and liaison reports agenda.

25-2828 Board and Liaison Reports

The following reports were presented to the Board: City of McKinney, Main Street, Parks and Recreation, Visit McKinney Finance, Visit McKinney Marketing.

Board Chair Katie Scott called of the Executive Directors Report.

25-2829 Executive Director's Report

Board Chair Katie Scott called for Regular Agenda items.

- 25-2830** Consider/Discuss Tourism Grant Application Submitted by Marching Music Made in McKinney for the Advertising, Marketing and Promotion the 2025 Drum Corps International (DCI) Summer Tour. Funding amount will be based on the hotel pick-up report not to exceed \$5000.

Board Members unanimously approved the motion by Board Member Efrem Windom, seconded by Board Member Patrick McGuire, to approve grant funding with the dollar amount awarded to be based on the hotel pick-up report and not to exceed \$5000.

Board Chair Katie Scott called public comments regarding matters not on the agenda. There were none.

Board Chair Katie Scott called for Board and Director comments.

Board Chair Katie Scott called to Adjourn the meeting.

ADJOURN

Board Members unanimously approved the motion by Board Member Patrick McGuire, seconded by Board Member Brian Medina, to adjourn the meeting at 8:32 a.m.

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

These minutes approved by the Visit McKinney Board on June 24, 2025 and referred to the City Council Regular Meeting of July 1, 2025 for City Council approval.

SIGNED:

KATIE SCOTT, Chair
WHITNEY NASH, Vice Chair

ATTEST:

PAULA MARTIN, Executive Assistant
City of McKinney, Texas