

VISIT MCKINNEY BOARD

REGULAR MEETING

JANUARY 30, 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, January 30, 2024 at 8:00 a.m.

Board Chair Katie Scott called the meeting to order at 8:04 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, Patrick McGuire, Vice Chair Whitney Nash, Mike Danielson, and Keith Gall.

Absent: Emily McClure

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

Other Present: City of McKinney Director of Strategic Services Trevor Minyard, MEDC President Mike Kowski, Andrew Jones Cultural District Director, and City Councilmen Patrick Cloutier and Justin Beller.

Board Chair Katie Scott called for Public Comments on agenda items. There were none.

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

Board members unanimously approved the motion by Board member Mike Danielson, seconded by Board member Juanita Pena, to Approve and Refer the minutes.

24-1178 Minutes of the Visit McKinney Board Meeting of November 28, 2023

Board Chair Katie Scott called for reports.

24-1179 Board and Liaison Reports

City of McKinney

McKinney Economic Development Corporation

McKinney Community Development Corporation

McKinney Main Street / MPAC

Visit McKinney Finance Committee

Visit McKinney Marketing Committee

McKinney Parks and Recreation

24-1180 Executive Director's Report

24-1181 Update on Visit McKinney's 2023 Annual Report

Board Chair Katie Scott called for Regular Agenda Items.

24-1182 Consider/Discuss/Act Tourism Partner of the Year 2024 Chamber Awards Recipient

Board members unanimously approved the motion by Board member Mike Danielson, seconded by Board member Keith Gall, to Approve Rick Wells, The Wells Group as the award recipient. Award to be presented at the 2024 Awards Ceremony.

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 Patrick McGuire, seconded by Board member Whitney Nash, to Adjourn the meeting at 9:17 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 February 27, 2024 and referred to the City Council Regular Meeting of March 19, 2024 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