

VISIT MCKINNEY BOARD

REGULAR MEETING

SEPTEMBER 27, 2022

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Encore Wire Conference Room, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, September 27, 2022, at 8:00 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Tamra Gaines, Connie Gibson, Whitney Nash, Katie Scott

Absent: Vincent Vittatoe

Alternate member present: Deidre Woodard filled in for Vincent Vittatoe in a voting capacity

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, MCDC Admin & Marketing Coordinator Linda Jones, who filled in as the Board Clerk, Assistant City Manager Kimberly Flom, Interim MPAC/Main Street Program Director Andrew Jones, MCDC Board Liaison Deborah Bradford, City Council Liaison Richard Franklin, and City Council Liaison Justin Beller

CALL TO ORDER

Board Vice Chair Connie Gibson called the meeting to order at 8:01 a.m. upon determining a quorum was present, greeted everybody in the room by name, and noted that there were no public comments on agenda items.

CONSENT ITEMS

22-0888 Minutes of the Visit McKinney Board Meeting of August 23, 2022

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Michelle Gamble, to approve and refer the minutes of the Visit McKinney Board Meeting of August 23, 2022, to City Council.

REPORTS

22-0889 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney – City Council Liaisons Richard Franklin and Justin Beller had no updates. Assistant City Manager Kimberly Flom reported that the Fiscal Year 2023 budget has been adopted, gave a brief history of the McKinney Airport, mentioned that the City Council will be selecting members for an airport bond committee, and outlined the tasks of that committee. Flom reported on the process underway to lay out the 2023 legislative priorities and explained that the activity on the new City Hall construction site is mainly environmental mediation at this point and an official groundbreaking ceremony will take place on October 24th, 2022. Flom explained former Police Chief Gregory Conley's role change to Director of Public Safety and thanked the parting Visit McKinney board members for their service.

MEDC – No representatives from MEDC were present. A report is attached.

MCDC – MCDC Board Liaison Deborah Bradford explained the different grant cycles in the attached report: Project Grants, Promotional & Community Event Grants, and Retail Development Infrastructure Grants, and where each of them currently is in the process. Bradford gave an overview of the TUPPS Brewery Expansion Project and the status of the TUPPS incubator initiative called "Build Your Own Business." Bradford listed upcoming MCDC funded events and stood for questions.

McKinney Main Street / MPAC – Interim MPAC/Main Street Program Director Andrew Jones updated on the metrics and data for Oktoberfest and thanked Visit McKinney for their involvement and support. Jones listed upcoming downtown events for October and November. Assistant City Manager Kimberly Flom praised Jones and the whole Main Street Team for a flawless execution of this year's Oktoberfest. Jones stood for Board member questions.

Visit McKinney Finance Committee – Board member Jon Dell'Antonia covered the operating statement of August 2022 and reviewed the STR report with the Occupancy, Average Daily Rate (ADR), and Revenue per Available Room numbers (RevPAR), comparing the numbers with the surrounding cities. Dell'Antonia highlighted the incorporation of the checkbook report into the monthly Finance Committee discussions.

Executive Director Aaron Werner thanked outgoing Board members Jon Dell'Antonia, Michelle Gamble, and Tamra Gaines for their past involvement and handed out appreciation plaques. While Dell'Antonia and Gamble roll off due to term limits, Gaines' departure was newly announced due to personal life changes and each parting Board member spoke a few words. Werner commented on the start of the new fiscal year, the grant process that is currently underway, the Visit McKinney booth and giveaways at the recent Oktoberfest, and the current Bylaws and Employee Management Agreement revision process. Werner explained the changes to the Meeting and Event Services Manager position that is currently posted and elaborated on the sales, marketing, and performance numbers in the attached report. He also highlighted in greater detail different sales prospects currently in the works, the Fall Social Media Influencer campaign, and how all those efforts will carry over and expand into the next fiscal year. Werner talked about staff participation in recent industry events, the need for the development of a strategic plan, the increasing need to use data in the decision-making process, the urgency to have a DEI (Diversity, Equity, and Inclusion) statement, and the importance of servicing customers once they are in McKinney. Werner updated on the Visitors Center remodel and a discussion followed around the hiring and services of the architect firm that is in the process of being retained.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

There were no public comments regarding matters not on the agenda.

BOARD OR COMMISSIONER COMMENTS

Board members and City Council Liaisons expressed their well wishes for the parting board members and thanked them for their service.

ADJOURN

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Tamra Gaines, to adjourn the meeting at 9:05 a.m.

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

These minutes approved by Visit McKinney board members on:_____.

CONNIE GIBSON
Board Vice Chair

SABINE SMITH
Board Clerk