

VISIT MCKINNEY BOARD

REGULAR MEETING

OCTOBER 25, 2022

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, October 25, 2022, at 8:00 a.m.

Board members present: Deidre Woodard, Katie Scott, Whitney Nash, Connie Gibson, and Patrick McGuire, who left the meeting at 9:00 a.m.

Absent: Emily McClure and Juanita Peña

Alternate member present: Jon Christopher Davis filled in for Emily McClure in a voting capacity

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Executive Assistant Sabine Smith, Assistant City Manager Steve Tilton, Interim MPAC/Main Street Program Director Andrew Jones, MCDL Board Liaison Deborah Bradford, City Council Liaison Richard Franklin, who left the meeting at 9:13 a.m., and City Council Liaison Justin Beller, who left the meeting at 8:40 a.m.

Grant applicants present: Krista Medlock, The Girl Cave; Jason Lim, Philharmonic Orchestra and the Greater North Texas Youth Orchestra; Beth Beck and Aimee Woolverton, MillHouse Foundation

There was one member of the public present: Melissa Cantu

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.

22-1002 Election of Officers: a. Chair, b. Vice Chair, c. Secretary/Treasurer

Board Vice Chair Connie Gibson called for nominations for Board Chair. Whitney Nash nominated Katie Scott for Board Chair. Deidre Woodard nominated Connie Gibson for Board Chair. Deidre Woodard called for a motion to close the nominations and Katie Scott seconded. The vote was unanimous. Connie Gibson asked for a show of hands who is in favor of Katie Scott. Whitney Nash, Jon Christopher Davis, and Katie

Scott raised their hands for yes; Patrick McGuire, Deidre Woodard, and Connie Gibson raised their hands for no. Gibson asked for a show of hands who is in favor of Connie Gibson. Patrick McGuire, Deidre Woodard, and Connie Gibson raised their hands for yes; Whitney Nash, Jon Christopher Davis, and Katie Scott raised their hands for no. Because of the tie vote, the board opted to hold the vote again. Deidre Woodard made a motion to nominate Connie Gibson for the Board Chair position and Patrick McGuire seconded. Patrick McGuire, Deidre Woodard, and Connie Gibson voted yes; Whitney Nash, Jon Christopher Davis, and Katie Scott voted no. Whitney Nash made a motion to nominate Katie Scott for the Board Chair position and Patrick McGuire seconded. Whitney Nash, Jon Christopher Davis, and Katie Scott voted yes; Patrick McGuire, Deidre Woodard, and Connie Gibson voted no. Katie Scott withdrew from the Board Chair consideration. Deidre Woodard made a motion to nominate Connie Gibson for Board chair and Whitney Nash seconded. The motion passed unanimously. Connie Gibson assumed the role as Board Chair.

Patrick McGuire made a motion to nominate Katie Scott for Vice Chair. Whitney Nash seconded. The motion passed unanimously.

Deidre Woodard made a motion to nominate Whitney Nash for Secretary/Treasurer. Connie Gibson seconded that motion. The motion passed unanimously.

22-1003 Appointment of Visit McKinney Committee Members: a. Finance Committee, b. Human Resources Committee, c. Marketing Committee

Board Chair Connie Gibson appointed Katie Scott, Deidre Woodard, and Patrick McGuire to serve on the Marketing Committee, with Scott heading up the committee.

Board Chair Connie Gibson appointed Emily McClure, Jon Christopher Davis, and Whitney Nash to serve on the Human Resources Committee. Gibson clarified after the meeting that McClure will head up the committee.

Board Chair Connie Gibson appointed Patrick McGuire, Janie Peña, and Whitney Nash to serve on the Finance Committee. Gibson clarified after the meeting that Nash will head up the committee.

22-1004 Appointment of a Visit McKinney Liaison to the Parks & Recreation
Advisory Board

Board Chair Connie Gibson appointed Deidre Woodard to serve as the Visit McKinney Liaison to the Parks & Recreation Advisory Board.

CONSENT ITEMS

22-1005 Minutes of the Visit McKinney Board Meeting of September 27, 2022

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Deidre Woodard, to approve and refer the minutes of the Visit McKinney Board Meeting of September 27, 2022, to City Council.

REPORTS

Board Chair Connie Gibson called for Board and Liaison updates.

22-1006 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 Steve Tilton mentioned the recent groundbreaking ceremony for the new City Hall and gave an update on the Airport Bond Committee that has its second meeting coming up. Franklin gave more information on what members make up the Airport Bond Committee and Beller explained the City's Proposition A on the ballot for the upcoming election in November. Executive Director Aaron Werner asked if the Visit McKinney Board can get a more in-depth update on the future of the airport and Tilton affirmed that this would be arranged.

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", announcing a soft opening in December and a Grand Opening in early Spring.

McKinney Main Street / MPAC – Interim MPAC/Main Street Program Director Andrew Jones reviewed past events and listed upcoming dates for November and December, with a special focus on this year’s “Home for the Holidays” festival.

Visit McKinney Finance Committee – Executive Director Aaron Werner explained the substantial surplus left in the budget due to cautionary spending during the transition to the new Executive Director, the record Hotel Occupancy Tax collection last fiscal year, and how weekend versus weekday travel patterns looked like. Werner covered the operating statement of September 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 and similar cities. Werner stood for questions regarding the surplus from last budget year and consideration of other comparative cities.

REGULAR AGENDA

- 22-1007** Consider/Discuss the Grant Application from The Girl Cave in the Amount between \$6,000 and \$7,500 for the Advertisement and Promotion of The Girl Cave StayCave Event

A presentation was given by Krista Medlock of The Girl Cave. Medlock stood for questions.

- 22-1008** Consider/Discuss the Grant Application from McKinney Philharmonic Orchestra and the Greater North Texas Youth Orchestra in the Amount of \$1,500 for the Advertisement and Promotion of the 2022-2023 Concert Season

A presentation was given by Jason Lim of the Philharmonic Orchestra and the Greater North Texas Youth Orchestra. Lim stood for questions.

- 22-1009** Consider/Discuss the Grant Application from MillHouse Foundation in the Amount of \$13,649 for the Advertisement and Promotion of the 2023 MillHouse Festivals and Markets (5 Events)

A presentation was given by Beth Beck and Aimee Woolverton of the MillHouse Foundation. Beck and Woolverton stood for questions.

REPORTS

22-1010 Executive Director's Report

Executive Director Aaron Werner welcomed all new Board members and asked Alternate Board member Jon Christopher Davis to give a brief bio. Werner explained the Texas Music Friendly designation the City of McKinney holds, the recent bylaw changes, and his vision where Visit McKinney needs to head towards in regards to tourism. Werner detailed the recent corporate hotel booking losses, talked about what kind of hotels are needed in the future, and how the partnerships with other City entities, like MEDC, will help get us there. Werner highlighted several sales data points, presented various recent marketing campaigns, and gave an update regarding the Visitor Center remodel, the architect firm that was retained, and the new furniture coming from MEDC. Werner gave shoutouts to Executive Assistant Sabine Smith, who graduated from the City's 3-day HPO course, and Communication Manager Beth Shumate, who celebrates her 15-year work anniversary in November. Shumate gave an overview a TV project she is working on with the Dallas Film & Creative Industries Office and a film production scout in the hopes of attracting the production to McKinney. Werner lauded Sales Manager Marie Woodard's sales efforts and explained the hiring process for the new Meeting & Event Services position and how everyone participated, including the two staff assistants Amy Bertino and Sarah Wilson. An offer to the best candidate has been extended. Board member Whitney Nash, who was involved in the Executive Director's hiring process, expressed her gratitude that Werner does apply the collaborative traits that they were looking for. Shumate highlighted a recent positive google review the Visitors Bureau has received due to the kind and caring actions of the Staff Assistants Bertino and Wilson.

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

Board member Deidre Woodard introduced her guest Melissa Cantu who plans to apply for a grant in the next grant cycle. Cantu briefly gave an overview of her business.

BOARD OR COMMISSIONER COMMENTS

There were no further Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Deidre Woodard, seconded by Board member Katie Scott, to adjourn the meeting at 9:37 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 Chair

SABINE SMITH
Board Clerk