

VISIT MCKINNEY BOARD

REGULAR MEETING

NOVEMBER 29, 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, November 29, 2022, at 8:00 a.m.

Board members present: Deidre Woodard, Emily McClure, Katie Scott, Whitney Nash, Connie Gibson, Patrick McGuire, who joined the meeting at 8:09 a.m., and Juanita Peña, who arrived at 8:08 a.m., after the Alternate Board member was seated in her place. Peña attended the meeting in a non-voting capacity.

Absent: None

Alternate member present: Jon Christopher Davis filled in for Juanita Peña in a voting capacity

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Executive Assistant Sabine Smith, Assistant City Manager Barry Shelton, Director of Cultural District Andrew Jones, MEDC Manager of Business, Retention and Expansion Madison Clark, MCDC Board Liaison Joy Booth, City Council Liaison Richard Franklin, who left the meeting at 9:50 a.m., and City Council Liaison Justin Beller, who left the meeting at 8:48 a.m.

There was one member of the public present: Student Shawndria Doucette, who attended the Visit McKinney Board Meeting for extra government credit for her Collin College class.

CALL TO ORDER

Board Chair Connie Gibson called the meeting to order at 8:03 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. Gibson administered the Oath of Office to Jon Christopher Davis.

CONSENT ITEMS

22-1088 Minutes of the Visit McKinney Board Meeting of October 25, 2022

Board members unanimously approved the motion by Board member Deidre Woodard, seconded by Board member Katie Scott, to approve and refer the minutes of the Visit McKinney Board Meeting of October 25, 2022, to City Council.

REPORTS

22-1089 Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee

City of McKinney –Assistant City Manager Barry Shelton gave an update on the Airport Bond Committee, the new City Hall, and the TUPPS Brewery Project. City Council Liaisons Richard Franklin and Justin Beller had no updates.

MEDC – MEDC Manager of Business, Retention and Expansion Madison Clark reported on the recent move to the new facilities, which is shared with MCDC and the McKinney Chamber of Commerce, recent MEDC project activity, and the cooperation with Visit McKinney to retain corporate hotel stay business in McKinney hotels.

MCDC – MCDC Board Liaison Joy Booth introduced herself, explained the MCDC board positions for this fiscal year, reported on recent events, and gave an overview of the grant cycle.

McKinney Main Street / MPAC – Director of Cultural District Andrew Jones reviewed past events, with a special focus on this year's "Home for the Holidays" festival and explained upcoming downtown activities throughout December, which are summarized under the new name "Christmas on Kentucky". Jones gave an overview of the newly revamped Downtown Dollar Program, which has moved from a paper to a digital platform. Jones stood for questions about the Santa's Helpers Program, the Beer Walk, and the new Downtown Dollar Program.

Visit McKinney Finance Committee – Board member Whitney Nash covered the operating statement of October 2022, the Occupancy Report, 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. Werner

noted that neighboring communities are separating transient business from contract group business, a practice McKinney hotels currently do not follow. Board member Deidre Woodard spoke about inside hotel renovations versus outside curb appeal and asked MCDL Board Liaison Joy Booth if hotels could be using any MCDL grants to help with outside renovations. Werner explained which hotels fall into the Tier 1 and Tier 2 categories and that Tier 3 lower rate hotel data is currently not collected for McKinney.

22-1090 Executive Director's Report

Executive Director Aaron Werner expressed his gratitude for a variety of items, including staff, formally introduced the newest staff member Alisha Holmberg who is assuming the role of Meeting & Event Services Manager, explained her position and how the interaction with the Sales Department will be handled going forward. Werner congratulated Director of Cultural District Andrew Jones on his promotion and praised interdepartmental collaborations. Further updates for the Board included the upcoming Christmas party, the Board photography session, scheduled right after the meeting, and the NCAA Division II Football Championship game, occurring in December. Werner praised the MEDC, MCDL, and City Manager's collaborative efforts to keep McKinney's corporate business in the City of McKinney. Corporate businesses located in McKinney often book hotel rooms outside the McKinney City limits due to challenges that can be attributed to walkability from hotels to restaurants and nightlife. In an attempt to increase competitiveness, Werner announced an upcoming pilot program to address one of the main reasons for lost business: transportation issues. Werner reviewed committee assignments, appointed at the last meeting, explained the purpose of the upcoming strategic planning session scheduled for Spring 2023, and presented the progress in the construction and renovation process and the current vision of putting the Visitors Center back together. Werner stood for questions.

REGULAR AGENDA

Board Chair Connie Gibson introduced Board members Patrick McGuire and Juanita Peña.

22-1091 Update on Visit McKinney Group Assistance Program (GAP)

Executive Director Aaron Werner gave a presentation about a proposal on the table for a Visit McKinney Group Assistance Program (GAP), explained what the surrounding cities are currently offering and what the next steps for implementation would be. Werner stood for questions and a discussion followed regarding changes to some of the criteria which Werner agreed to take a further look at. Another update that will include the proposed changes will be given at a future Board meeting.

22-1092 Update on McKinney National Airport

Assistant City Manager Barry Shelton gave a presentation on the McKinney National Airport, focusing on the airport's history, the planned bond referendum, and advantages of having a commercial component added to it. Shelton stood for questions.

Board Chair Connie Gibson explained that the Marketing Committee met and formulated a recommendation on grant awards. Board member Katie Scott read each of the next three agenda items, explained how the committee came to the recommendations for each grant applicant, and gave an overview for each item on the award recommendations from the Marketing Committee. Gibson gave general parameters for the grant program and both Gibson and Scott answered questions from Board members. A discussion regarding award amounts followed for each of the next three agenda items.

22-1093 Consider/Discuss/Act on 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

Board members unanimously approved the motion by Board member Emily McClure, seconded by Board member Patrick McGuire, to approve the recommendation from the Marketing Committee to grant The Girl Cave the amount of \$0 for the advertisement and promotion of The Girl Cave StayCave Event.

22-1094 Consider/Discuss/Act on 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

Board members unanimously approved the motion by Board member Patrick McGuire, seconded by Board member Whitney Nash, to approve the recommendation from the Marketing Committee to grant the McKinney Philharmonic Orchestra and the Greater North Texas Youth Orchestra the amount of \$750 for the advertisement and promotion of the 2022-2023 Concert Season.

22-1095 Consider/Discuss/Act on 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)

Board members unanimously approved the motion by Board member Patrick McGuire, seconded by Alternate Board member Jon Christopher Davis, to approve the recommendation from the Marketing Committee to grant the MillHouse Foundation the amount of \$5,000 for the advertisement and promotion of the 2023 MillHouse Festivals and Markets (5 Events).

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

Board Chair Connie Gibson asked Communications Manager Beth Shumate to introduce members of the public: Staff Assistant Amy Bertino had just walked in for picture taking after the Board Meeting and Student Shawndria Doucette, who attended the Visit McKinney Board Meeting for extra government credit for her Collin College class. Doucette introduced herself.

BOARD OR COMMISSIONER COMMENTS

Board Chair Connie Gibson asked for Board comments. Alternate Board member Jon Christopher Davis suggested using the app Doodle to find availability for meetings and Board member and Visit McKinney Liaison to the Parks & Recreation Advisory Board Deidre Woodard gave an update from the last Parks & Recreation Advisory Board meeting. Gibson suggested adding the Parks & Recreation Advisory Board update to the Reports section at future meetings to which everyone agreed. Board member Emily McClure expressed her wish to attend the Fan Fest at TUPPS next month.

ADJOURN

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Whitney Nash, to adjourn the meeting at 10:16 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