

## **VISIT MCKINNEY BOARD**

### **REGULAR MEETING**

**MARCH 28, 2023**

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, March 28, 2023, at 8:00 a.m.

Board members present: Deidre Woodard, Emily McClure, Juanita Pena, Katie Scott, Whitney Nash, Patrick McGuire, Connie Gibson

Absent: None

Alternate member absent: Jon Christopher Davis

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Executive Assistant Sabine Smith, Assistant City Manager Kimberly Flom, Director of Cultural District Andrew Jones, MCDC Board Liaison Joy Booth, City Council Liaison Richard Franklin, City Council Liaison Justin Beller

#### **CALL TO ORDER**

Board 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**

**23-0235** Minutes of the Visit McKinney Board Meeting of February 28, 2023

Board members unanimously approved the motion by Board member Juanita Pena, seconded by Board member Deidre Woodard, to approve and refer the minutes of the Visit McKinney Board Meeting of February 28, 2023, to City Council.

#### **REPORTS**

Board Chair Connie Gibson called for Board and Liaison updates.

**23-0236** Board and Liaison Reports: City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Finance Committee, Visit McKinney

Marketing Committee

City of McKinney – City Council Liaisons Richard Franklin and Justin Beller had no updates. Assistant City Manager Kimberly Flom reported that she is filling in for City Manager Paul Grimes today, who is representing McKinney and its legislative priorities to state legislators at the Collin County Days in Austin this week. Flom gave an update on the airport bond referendum, the preliminary environmental studies for the planned commercial air service terminal, and the Council's recent session regarding the prioritization of City Council goals. Flom talked about the upcoming joint meeting between the City Council, and the MEDC and MCDC Boards to discuss joint and future projects. Flom explained the street closure on Eldorado due to necessary bridge repairs near Custer Road, and mentioned that the recent presentation deck from the Dallas Regional Chamber, showcasing regional economic data and how it affects McKinney, will be forwarded to all Visit McKinney Board members. Franklin reported that the Byron Nelson is almost sold out. Flom and Franklin stood for questions.

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

MCDC – MCDC Board Liaison Joy Booth explained the different grant cycles in the attached report: Project Grants and Retail Development Infrastructure Grants, and where each of them currently is in the process. Booth gave an overview of the TUPPS Brewery Expansion Project and the updated timing regarding the final completion.

McKinney Main Street / MPAC – Director of Cultural District Andrew Jones reviewed past events, with a special focus on the Retail Boot Camp and the success of the inaugural Downtown McKinney Coffee Crawl. Jones gave an overview of upcoming downtown spring activities, including specific details about Arts in Bloom.

Visit McKinney Finance Committee – Board member Whitney Nash covered the operating statement of February 2023 and 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. Executive Director Aaron Werner gave an explanation for the -2.9% drop in occupancy from January to February of this year and showed that the Year-to-Date data as well as the running 12 months data still show an upward trend of 0.6% and 3.5% respectively.

Visit McKinney Marketing Committee – Executive Director Aaron Werner announced that moving forward, the Marketing Committee will be giving an update at every Board Meeting during the REPORTS section in the same way the Finance Committee currently does. Board Chair Connie Gibson moved agenda item “23-0237 Executive Director's Report” to after the grant discussions and votes, and asked Board member Katie Scott to share the recommendations of the Marketing Committee regarding the allocation of the available grant award dollars with the full Board. Scott said the Marketing Committee thought the requested funds for the Heritage Guild of Collin County was reasonable as their wedding component brings a lot of overnight stays to McKinney. The committee recommended awarding the full \$2,500 for their Digital Marketing Plan. The Committee expressed that Marching Music Made in McKinney has proven to have a great impact on the local economy in its previous year and the committee thought the requested amount was a good investment to support the marketing and promotion of the event. The committee recommended awarding the full \$5,000. Scott pointed out that SBG Hospitality's McKinney Wine & Music Festival, now in its seventh year, keeps growing every year, and the Committee said the requested funds were justified. The committee recommended awarding the full \$7,000. Ratrodtober asked for \$10,000 for the advertisement and promotion of their Car & Bike Show. The Marketing Committee was supportive of the event and decided to seed the project, but not at the full requested amount. Even though advertisement for events that bring visitors into McKinney traditionally happens outside of McKinney, the feedback from the Committee on the reduced amount was to encourage Ratrodtober to work closely with Visit McKinney to advertise and promote the event locally as well. The committee recommended awarding \$2,500. Gibson read out loud the following four agenda items:

- 23-0238** Consider/Discuss/Act on the Grant Application from Heritage Guild of Collin County in the Amount of \$2,500 for the Digital Marketing Plan for the Wedding Component

The Marketing Committee recommends awarding \$2,500.

- 23-0239** Consider/Discuss/Act on the Grant Application from Marching Music Made in McKinney in the Amount of \$5,000 for the Advertising and Promotion of Drum Corps International Events 2023

The Marketing Committee recommends awarding \$5,000.

- 23-0240** Consider/Discuss/Act on the Grant Application from SBG Hospitality in the Amount of \$7,000 for the Advertising and Promotion of the 7th Annual McKinney Wine & Music Festival

The Marketing Committee recommends awarding \$7,000.

- 23-0241** Consider/Discuss/Act on the Grant Application from Ratrodtober in the Amount of \$10,000 for the Advertising and Promotion of the Ratrodtober Car & Bike Show

The Marketing Committee recommends awarding \$2,500.

Board member Katie Scott explained what happens to unused funds. Board members unanimously approved the motion by Board member Patrick McGuire, seconded by Board member Whitney Nash, to approve the recommendation of the Marketing Committee to award Heritage Guild of Collin County \$2,500, Marching Music Made in McKinney \$5,000, SBG Hospitality \$7,000, and Ratrodtober \$2,500.

- 23-0237** Executive Director's Report

Executive Director Aaron Werner referred to his attached report and encouraged questions or concerns, congratulated Communications Manager Beth Shumate on her 15-year work anniversary, and recapped the trip to Charleston, SC, to attend the Leading EDGE Course with several other City leaders. Werner gave a heads-up about the upcoming Boards and Commissions application process and read the new Visit McKinney Mission and Vision statements that came out of the recent strategic planning session. Werner touched on the new hotel development projects and upcoming events for April and May.

DISCUSSION ITEMS - No Action Taken

- 23-0242** Discuss FY24 Budget Priorities

Executive Director Aaron Werner outlined the budget process and the timing for final budget submission, and encouraged Board members to let him know what budget changes and additions they would like to see. Werner stood for questions and a discussion followed regarding several budget line items.

**PUBLIC COMMENTS Regarding Matters not on the Agenda**

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

**BOARD AND MANAGER COMMENTS**

Board member Deidre Woodard, the Visit McKinney liaison to the Parks & Recreation Advisory Board, did not have any Parks updates. Woodard did remind about the upcoming Leadership McKinney open house hosted by the McKinney Chamber.

**ADJOURN**

Board members unanimously approved the motion by Board member Katie Scott, seconded by Board member Patrick McGuire, to adjourn the meeting at 9:00 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: \_\_\_\_\_

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CONNIE GIBSON  
Board Chair

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Board Member