

VISIT MCKINNEY BOARD

REGULAR MEETING

JULY 25, 2023

The Visit McKinney Board met in regular session at the McKinney Performing Arts Center, Ruschhaupt Hall South, 111 N. Tennessee St., McKinney, Texas 75069 on Tuesday, July 25, 2023, at 8:00 a.m.

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

Absent: Connie Gibson

Alternate member present: Jon Christopher Davis filled in for Connie Gibson in a voting capacity

Staff present: Executive Director Aaron Werner, Communications Manager Beth Shumate, Meeting & Event Services Manager Alisha Holmberg, Executive Assistant Sabine Smith, City Manager Paul Grimes, MEDC President Peter Tokar, MCDC Board Liaison Joy Booth, City Council Liaison Patrick Cloutier

CALL TO ORDER

Board Vice Chair Katie Scott called the meeting to order at 8:00 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

23-0575 Minutes of the Visit McKinney Board Meeting of June 27, 2023

Board members unanimously approved the motion by Board member Deidre Woodard, seconded by Board member Patrick McGuire, to approve and refer the minutes of the Visit McKinney Board Meeting of June 27, 2023, to City Council.

REPORTS

Board Vice Chair Katie Scott called for Board and Liaison updates.

23-0576 Board and Liaison: Reports City of McKinney, MEDC, MCDC, McKinney Main Street / MPAC, Visit McKinney Marketing Committee, Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes announced that the City's budget will be presented to City Council on August 11, 2023. Grimes gave updates on the City Hall construction progress, the TUPPS Brewery Expansion project, and the opening of the FBO (Fixed Base Operator) terminal at the McKinney National Airport. City Council Liaison Patrick Cloutier added that the Boards & Commissions candidate interviews are currently underway.

MEDC – MEDC President Peter Tokar spoke about the MEDC project pipeline, the successes and failures of companies that benefited from MEDC's Innovation Fund, and highlighted the partnership with Executive Director Aaron Werner on upcoming projects that add value to the McKinney community as a whole. Tokar stood for further questions about the Innovation Fund.

MCDC – MCDC Board Liaison Joy Booth 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. Booth referred to the attached report detailing MCDC's Strategic Priorities. City Manager Paul Grimes praised the event Booth held at her restaurant this month celebrating National Park and Recreation Month. The event recognized Park and Recreation employees and raised funds for the McKinney Parks Foundation.

McKinney Main Street / MPAC – No representatives from McKinney Main Street / MPAC were present. Board Vice Chair Katie Scott stepped in and highlighted the McKinney Night Market and the upcoming Downtown Sidewalk Sale. Executive Director Aaron Werner explained Main Street's budget supplemental for a downtown trolley and how it can benefit Visit McKinney with transportation issues. After a question from Board member Patrick McGuire, Communications Manager Beth Shumate gave a teaser about the upcoming Tiny Doors Art Project.

Visit McKinney Marketing Committee – Board member Katie Scott went through the metrics of the visitor, marketing, and social media numbers of the public performance dashboard located on Visit McKinney's website and gave an update on the Visitors Center Retail Store progress.

Visit McKinney Finance Committee – Board member Whitney Nash covered the operating statement of June 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. Nash pointed out that 75% of the fiscal year has passed and Visit McKinney has spent 71% of its allocated budget year to date. Staff has met and evaluated outstanding payments and Visit McKinney is on track to be right at budget this fiscal year. La Quinta did not pay on time in May 2023, meaning the Hotel Occupancy Tax Revenue for the month of June will rise. Total revenue year to date is \$2,107,008, which is 22.38% greater than this time last year. The following numbers contributed to Visit McKinney having the best month in its history: McKinney's total occupancy hit a record high of 80.04% - this is the first time to cross the 80% mark. ADR is \$104.06 – it broke \$100 for the second month in a row. RevPar is \$83.62 up 9% - this shows that while our occupancy levels are at record highs, it is not due to cut rates, which is a healthy sign for the market. Year to date total occupancy is at 73.1%. McKinney's Tier 1 properties were strong this month, holding a 80.3% occupancy and a \$130.83 ADR. McKinney had higher total occupancy than Allen, Plano, and Frisco for the second month in a row. For the first time in recent history, if not ever, McKinney had a higher RevPar than Allen and knocked on the door of Plano's total. Nash stood for questions.

23-0577 Executive Director's Report

Executive Director Aaron Werner referred to his attached report and encouraged questions or concerns, informed the board that he will be presenting Visit McKinney's Strategic Plan 2023-2025 to the City Council in August, and encouraged everyone to either attend or watch the meeting online. Werner will attend "Connect Marketplace 2023" in Minneapolis in August for the NCAA Symposium and Bid Cycle Event and Sales Manager Marie Woodard will attend the Sports Track at the same conference. Werner reported on his attendance at the Destination International Annual Conference, highlighting trends in Artificial Intelligence in the tourism industry, conversations around short term rentals, and DMO's evolving role and their greater involvement into the community fabric. Werner updated on his training to become a Certified Destination Management Executive (CDME), the various new hotel projects in McKinney, his recent collaborations with MEDC, the retail store progress, preliminary Drum Corps

International sold ticket numbers, hotel packages for Oktoberfest, and the April 2024 Solar Eclipse planning. Werner stood for questions and MEDC President Peter Tokar added to his earlier report that the MEDC Board approved to change the area around the Sheraton Hotel to become a major entertainment district and that MEDC was approached by Three Wall Capital, who owns the McKinney Sheraton, about a possible meeting space expansion. A letter of intent has been signed. A discussion followed about the purchase of solar eclipse viewing glasses and Tokar offered financial assistance.

REGULAR AGENDA ITEMS

- 23-0578** Consider/Discuss/Act on the Visit McKinney Budget for Fiscal Year 2023-24 as Submitted to the City Manager

Executive Director Aaron Werner gave a presentation about the different line items in the budget, the changes to the previous fiscal year, and he explained the eight supplemental items that were submitted. After some brief questions were answered, Board members unanimously approved the motion by Board member Whitney Nash, seconded by Board member Juanita Peña, to adopt the Visit McKinney budget for fiscal year 2023-24 as submitted to the City Manager.

- 23-0579** Quarterly Strategic Plan Update

Executive Director Aaron Werner reviewed parts of the Strategic Plan 2023-2025 and gave an update on each of the six strategic goals.

- 23-0580** Update on AT&T Byron Nelson Metrics and Data for 2023

A presentation was given by Aaron Werner, Executive Director, on metrics and data collected during and after the 2023 AT&T Byron Nelson Tournament. Werner stood for questions.

- 23-0581** Presentation: Administrative Services 101

Executive Assistant Sabine Smith gave a presentation about Administrative Services 101. As mentioned during the Executive Director's update on the six strategic goals, this presentation, together with presentations during the previous three board

meetings, regarding Sales 101, Marketing 101, and Services 101, will be used for future trainings of incoming board members.

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 Katie Scott spoke to the executed contract with Texas Monthly to create and print a new visitors guide and Board member Emily McClure praised the positive exposure of McKinney through the Good Morning America segment.

ADJOURN

Board members unanimously approved the motion by Board member Patrick McGuire, seconded by Board member Deidre Woodard, to adjourn the meeting at 9:22 a.m.

An audio recording of this meeting is not available due to technical difficulties.

These minutes approved by Visit McKinney board members on: _____

CONNIE GIBSON
Board Chair

SABINE SMITH
Board Clerk