

VISIT MCKINNEY BOARD

REGULAR MEETING

JULY 28, 2020

The Visit McKinney Board met in regular session via Zoom Teleconference on July 28, 2020 at 8:30 a.m.

Board members present: Jon Dell'Antonia, Michelle Gamble, Vincent Vittatoe, who left the meeting at 10:02 a.m., Jim Bressler, Sally Huggins, who left the meeting at 10:10 a.m., Bryan Perkins, and Tamra Gaines

Absent: Connie Gibson

Alternate member present: Tamra Gaines filled in for Connie Gibson in a voting capacity.

Staff Present: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, Sales Manager Marie Woodard, Staff Assistant Sue Davis, Administrative Assistant Sabine Smith, City Manager Paul Grimes, MCDC Board Liaison John Mott, McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal, Director of Parks and Recreation Michael Kowski, Neighborhood Services Coordinator Dana Riley, and City Council Liaison Richard Franklin, who joined the meeting at 8:50 a.m.

CALL TO ORDER

Board Chairman Perkins called the meeting to order at 8:33 a.m. (not on the recording) upon determining a quorum was present and announced that Alternate Board member Tamra Gaines will participate in a voting capacity for Connie Gipson, who is absent today. Perkins greeted everybody in the room by name and noted that nobody from the public was in attendance and there were no citizen comments.

CONSENT ITEMS

20-0629 Minutes of the Visit McKinney Board Meeting of May 26, 2020

Board members unanimously approved the motion by Board member Jon Dell'Antonia, seconded by Board member Jim Bressler, to approve and refer the minutes of the Visit McKinney Board Meeting of May 26, 2020 to City Council.

REPORTS

Board Chairman Perkins called for Board and Liaison updates.

20-0630 Board and Liaison Reports City of McKinney MEDC MCDC McKinney
Main Street / MPAC Visit McKinney Finance Committee

City of McKinney – City Manager Paul Grimes reported on the Tri-City Business Grant Program using CARES Act funding, the re-affirmation of the City's Credit Rating, and the status of the 5G Technology Strategic Plan as recently presented to the City Council by Trevor Minyard. Grimes answered questions regarding the services implementation of the 5G Technology, the ongoing downtown construction project "Light Up Louisiana", and the construction project on Virginia Street between Stonebridge Drive and Custer Road. McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal added that complimentary valet parking was recently approved by the City Council to help visitors with their trip to downtown McKinney.

MEDC – No representatives from MEDC were present. Board Chairman Perkins asked Board Members to refer to the respective attached report.

MCDC – MCDC Board Liaison John Mott referred to the attached June and July reports and highlighted the project grant approval by the MCDC Board in the amount of \$11.3 Million for TUPPS Brewery for the rehabilitation and revitalization of a property east of Highway 5 in order to create a cultural and entertainment destination that will serve as a catalyst for economic development. The second and final cycle for promotional and community event grants closed in May and the board approved eight organizations totaling \$68,500 at MCDC's July meeting. The third and final cycle for project grants had three organizations that presented at MCDC's July meeting and the MCDC Board will take action at the August meeting. The application period is open for the second round of retail infrastructure grants. Mott and City Manager Paul Grimes answered questions regarding the TUPPS relocation to the Flour Mill District and the project in general.

McKinney Main Street / MPAC – McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal reported on the McKinney Strong T-Shirt Campaign and how the money will be allocated through One Heart McKinney and the Lucky 13 Program. Rosenthal highlighted the success of the Drive-In Concert Series and the July

4 Reverse Parade. Rosenthal explained the Texas Music Revolution, a music festival currently evaluating a relocation to McKinney. Rosenthal thanked MCDC for making Better Block in a Box possible, showed how this self-contained event set-up can be used for a reimagined Oktoberfest, and answered the Board's questions regarding the timing and venues for the Texas Music Revolution.

Visit McKinney Finance Committee – Board member Jim Bressler went through the operating statement and compared the numbers with the surrounding cities. Executive Director Dee-dee Guerra pointed out that the main savings are in the travel and training section which currently is not utilized due to the City's continued travel ban. Bressler went through the STR report with the Occupancy, Average Daily Rate (ADR) and Revenue per Available Room numbers (RevPAR). City Manager Paul Grimes commented on the higher-than-expected sales tax numbers and Bressler mentioned the improved weekend occupancy, stating that hotels need more help during the week. Improved weekend occupancy is mostly driven by weddings and amateur sports activities. Alternate Board member Tamra Gaines asked if any hotels are promoting a special day rate for the utilization of a room as an offsite office, modeled after the Embassy Suites program in Dallas. Each room is only sold one time in a 24-hour time period. Currently there is no such program in place in McKinney.

20-0631 Executive Director's Report

Executive Director Dee-dee Guerra referred to her attached report and stated that McKinney's higher numbers, as compared to our sister cities, is due to the availability of limited-service hotels, which are often utilized by the construction industry. Weekend business, like weddings and sports tournaments, are still taking place. Advertisement focuses on staycations, McKinney as a drivable distance destination, and on outdoor spaces. Staff is continuously reaching out to meeting planners, making touchpoints, calling, emailing, offering help, talking about future site visits, all with the purpose of staying in the forefront of planners' minds so they think of McKinney when they start booking again. Guerra is waiting to hear further details from Coach Pratt regarding the NCAA and the MISD Classic plans and Guerra is cooperating with McKinney Performing Arts Center/Main Street Program Director Amy Rosenthal

regarding the Byron Nelson and programming in order to keep families in downtown McKinney. Guerra gave an update on the upcoming Boards and Commissions appointment process and the 2019/2020 grant cycle. Guerra shared several thank you notes staff received. Communications Manager Beth Shumate answered questions regarding the video shoot for the Tennessee politician. Board Member Jon Dell'Antonia asked City Manager Paul Grimes whether the Byron Nelson will motivate the advancement of the resort hotel; Grimes stated that there are no new updates. Guerra praised Shumate on all her efforts with the recent TV crews and influencers coming to McKinney and Shumate reported on the different outcomes and the upcoming planned influencer visit.

REGULAR AGENDA

20-0632 Parks & Recreation Project Updates & Tourism Opportunities

Michael Kowski, Director of Parks and Recreation, gave a project update and an overview of initiatives from the Parks and Recreation Department. A discussion followed about the new indoor tennis center and a possible representation of Visit McKinney on the premises. Points of discussion were also the cooperative of the electronic Parks Signage on the Square, the use of the outside spaces at the John & Judy Gay Library and new pavilion at Al Ruschhaupt Complex for corporate team building activities, and the timeline to complete drainage issues and synthetic fields.

20-0633 Updates Neighborhood Services

Dana Riley, Neighborhood Services Coordinator, gave a presentation about her work regarding Neighborhood Services as part of the Housing and Development efforts of the City. A discussion followed about the phone calls made to senior residents and available grant funding.

20-0634 Consider/Discuss the Recommendations from the Marketing Committee Regarding the Strategic Plan

Communications Manager Beth Shumate gave a presentation on the Strategic Plan changes made by the Marketing Subcommittee. Shumate is collecting all changes

and suggestions from the Board and will present one final document for approval at the August Board meeting.

CITIZEN COMMENTS

There were no citizens comments.

BOARD OR COMMISSIONER COMMENTS

There were no Board or Commissioner comments.

ADJOURN

Board members unanimously approved the motion by Board member Bryan Perkins, seconded by Board member Michelle Gamble, to adjourn the meeting at 10:44 a. m.

BRYAN PERKINS
Chair