



**AGENDA
CONVENTION AND VISITOR'S BUREAU
ADVISORY BOARD
REGULAR MEETING
WEDNESDAY, MAY 8, 2019 – 8:00 A.M.
COUNCIL CONFERENCE ROOM
ALLEN CITY HALL
305 CENTURY PARKWAY
ALLEN, TEXAS 75013**

Call to Order and Announce a Quorum is Present.

1. Approve Minutes of the November 14, 2018, Regular Meeting.
2. Approve Minutes of the February 13, 2019, Regular Meeting.
3. Discuss Board Evaluations.
4. Update on Allen Hotel Market.
5. Update on Regional Hotel Market.
6. Update on Sales Initiatives.

Adjournment.

This notice was posted at Allen City Hall, 305 Century Parkway, Allen, Texas, at a place convenient and readily accessible to the public at all times. Said notice was posted on Friday, May 3, 2019, at 5:00 p.m.

Shelley B. George, City Secretary

Allen City Hall is wheelchair accessible. Access to the building and special parking are available at the entrance facing Century Parkway. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 214-509-4105.

**CONVENTION AND VISITOR'S BUREAU ADVISORY BOARD
REGULAR MEETING
NOVEMBER 14, 2018**

Present:

Karen Simpson, Chair
Kirk Arnold, Vice-Chair
Carson Doss (absent)
Carl Clemencich

City Staff:

Shelli Siemer, Assistant City Manager
Shelley B. George, City Secretary
Teresa Warren, Public and Media Relations Director
Karen Cromwell, CVB Director
Erin Coulter, CVB Marketing Specialist
Jessica Rodriguez, Office Manager

Call to Order

With a quorum of the Board members present, the Regular Meeting of the Allen Convention and Visitor's Bureau Advisory Board was called to order by Ms. Cromwell at 8:06 a.m. on Wednesday, November 14, 2018, in the City Council Conference Room located in City Hall, 305 Century Parkway, Allen, Texas 75013.

1. Election of Officers.

Ms. Cromwell called for nominations from the Board for the purpose of electing officers.

The following slate of officers was presented:

Board Member Simpson for the position of Chair.

Board Member Arnold for the position of Vice Chair.

With no other nominations offered, Ms. Cromwell closed the call for nominations. Karen Simpson was elected for the position of Chair and Kirk Arnold was elected for the position of Vice-Chair. The motion carried by a vote of three (3) for and none (0) opposed.

2. Approve Minutes of the February 21, 2018, Regular Meeting.

MOTION: Upon a motion made by Vice-Chair Arnold and a second by Board Member Clemencich, the Board voted three (3) for and none (0) opposed to approve the minutes of February 21, 2018, Regular Meeting. The motion carried.

3. Approve Minutes of the May 16, 2018, Regular Meeting

MOTION: Upon a motion made by Vice-Chair Arnold and a second by Board Member Clemencich, the Board voted three (3) for and none (0) opposed to approve the minutes of May 16, 2018, Regular Meeting. The motion carried.

4. Current Market Conditions of the Allen Hotel Industry.

Ms. Coulter provided an update on CVB marketing efforts and support to the City's area hotels. She also reviewed the Marketing Strategic Plan.

5. Update of Marketing Initiatives.

Ms. Coulter presented the CVB Board with update on marketing initiatives.

6. Update on CVB Office Relocation.

Ms. Cromwell gave an update on the CVB office relocation.

Adjournment

MOTION: Chair Simpson adjourned the Regular Meeting of the Allen Convention and Visitor's Bureau Advisory Board at 8:45 a.m. on Wednesday, November 14, 2018.

These minutes approved on the 8th day of May 2019.

APPROVED:

Karen Simpson, CHAIR

ATTEST:

Shelley B. George, CITY SECRETARY

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**CONVENTION AND VISITOR'S BUREAU ADVISORY BOARD
REGULAR MEETING
FEBRUARY 13, 2019**

Present:

Karen Simpson, Chair
Kirk Arnold, Vice-Chair (absent)
Carson Doss
Carl Clemencich
Nicole Considine

City Staff:

Shelli Siemer, Assistant City Manager
Shelley B. George, City Secretary
Teresa Warren, Public and Media Relations Director
Karen Cromwell, CVB Director

Call to Order

With a quorum of the Board members present, the Regular Meeting of the Allen Convention and Visitor's Bureau Advisory Board was called to order by Ms. Cromwell at 8:01 a.m. on Wednesday, February 13, 2019, in the City Council Conference Room located in City Hall, 305 Century Parkway, Allen, Texas 75013.

1. Approve Minutes of the November 14, 2018, Regular Meeting.

No action was taken on this item.

2. Present 2018 Year End Marketing Results.

Ms. Cromwell presented the CVB Board with the 2018 year end marketing results.

3. Update on Current Market Conditions of the Allen Hotel Industry

Ms. Cromwell gave an update on the current market conditions of the Allen hotel industry.

4. Update on Sales Initiatives.

Ms. Cromwell gave an update on the sales initiatives.

5. Presentation of Marketing Initiatives.

Ms. Cromwell presented the CVB Board with an update on the marketing initiatives.

6. Update on CVB Office Relocation.

Ms. Cromwell gave an update on the CVB office relocation.

Adjournment

MOTION: Chair Simpson adjourned the Regular Meeting of the Allen Convention and Visitor's Bureau Advisory Board at 8:57 a.m. on Wednesday, February 13, 2019.

These minutes approved on the 8th day of May 2019.

APPROVED:

Karen Simpson, CHAIR

**CONVENTION AND VISITOR'S BUREAU ADVISORY BOARD
REGULAR MEETING
FEBRUARY 13, 2019**

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ATTEST:

Shelley B. George, CITY SECRETARY

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