

Collin County
Myers Park & Event Center Advisory Board

Minutes

July 23, 2024

The Myers Park & Event Center Advisory Board met in regular session at the Landing, located at 7117 CR 166 McKinney, TX 75071 on Tuesday, July 23, 2024 at 1:00 p.m.

Board members present: Rutledge Haggard, Phil Maternowski, Matt Thomas, Marianne Wells, and Steve Wright.

Myers Park & Event Center staff present: Park Manager Judy Moody, and staff members Mark Page, Vanesa Rhodes and Jennifer Rogers.

Item No. 1 Call to order

After establishing a quorum, Board Chair Rutledge Haggard called the Myers Park & Event Center Advisory Board Meeting to order at 1:00 p.m. Mr. Haggard welcomed board members and staff.

Item No. 2 Review and Action to Approve April 23 2024 meeting minutes

Board Member Marianne Wells made a motion to approve the minutes from the April 23, 2024 Myers Park & Event Center Advisory Board Meeting. The motion was seconded by Board Member Phil Maternowski. The motion passed unanimously.

Item No. 3 Update on Farm Museum

Farm Museum Coordinator, Jennifer Rogers provided a handout to board members of the Farm Museums year-to-date accomplishments. Ms. Rogers informed the board that due to a credit card issue with Facebook she was restricted from placing advertisements for three months, consequently revenue and registrations for workshops suffered a decline. Additionally, Rogers advised that the Farm Museum had a poor response to the email marketing efforts and due to this decline she is looking to expand the marketing efforts with other social media platforms.

Ms. Rogers stated that the most popular webinar has been Basket Weaving and she plans to increase this webinar to a monthly webinar beginning in October 2024, in addition she plans to add a Teen Only workshop to the fall schedule.

Item No. 4 Update on recent and future events at Myers Park

Event Coordinator, Mark Page provided board members with a handout which offered information of the year to date events taken place at Myers Park. Mr. Page stated the end of June year to date event attendance to Myers Park & Event Center was 331,175 attendees. Events coming up are The Morgan Horse Club of Texas, various school

cross country meets, various dog shows, and Vintage Market Days which will take place in November.

Item No. 5 Update on Budget and Projects at Myers Park

Park Manager Judy Moody informed board members that County Administrator Bill Bilyeu had retired and the new County Administrator is Yoon Kim. Ms. Moody reviewed the proposed FY 2025 budget for both Myers Park & the Farm Museum with board members. There was discussion over department requests that have been approved, items requested if funding is available, and items requested that are not recommended. Moody also spoke to the projects that are currently being focused on at the park as well as the status & cost of those projects.

Item No. 6 Possible future agenda items

Board member Matt Thomas asked about adding a “Friends of Myers Park” effort to the next agenda.

Item No. 8 Adjourn

Board Chair Rutledge motioned to adjourn the meeting at 2:05 p.m., board member Steve Wright seconded the motion. The next Myers Park & Event Center Advisory Board Meeting will be held on Wednesday, October 16, 2024 at 1:00 p.m. in The Landing