

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 24th day of June 2015, the Convention and Visitor Council Board met at 8:30 AM in the Amarillo Chamber of Commerce Board Room, 1000 S. Polk, for a regular meeting.

Voting Members	Present	No. Meetings Held	No. Meetings Attended
Cliff Vanderpool	N	9	1
Stephanie Price	Y	9	7
Dr. Aaron Pan	Y	9	8
Kathy Sheldon	Y	9	7
Phil Woodall	Y	9	8
Daphne Adkins	Y	9	6
Kevin Hawkins	Y	9	6
Tony Freeman	Y	9	9
Paul Borchardt	Y	9	6
Donna Paralaticci	N	9	6
Mark Shaffer	N	9	5
Randy Sharp	Y	9	4
Sherman Bass	Y	9	9
Beth Duke	Y	9	7
Jeff Bara	Y	5	3
Jimmy R. Lackey	Y	3	3

ITEM 1: Call to order. Tony Freeman established a quorum and called the regularly-scheduled meeting of the Convention and Visitor Council to order at 8:30 AM.

ITEM 2: Approval of Minutes from the regular meeting on May 27, 2015. Motion was made by Phil Woodall, seconded by Beth Duke and unanimously carried to approve such minutes.

ITEM 3: Presentation and Discussion on Legislative Update. Dan Quandt reported that this will be the last update, as their session has ended. He updated everyone on the school start date, the Rt. 66 Historical Corridor designation, the Event Trust Fund, and the dedicated sporting goods tax issue.

Stephanie Price added that the board of the Texas Plains Trail will meet in August to discuss other options for raising funds.

ITEM 4: Presentation and Discussion on Amarillo On Tour. Dan Quandt explained to the new members about the Amarillo On Tour shirts, and gave an update of trade shows and conferences that CVC staff have attended such as NASC, AARP, IPW, TSAE Summer Break, and TTIA's Travel College.

ITEM 5: Presentation and Discussion on Madden Media Report. Dan Quandt explained each sector of our ad campaigns, which are our website, Facebook, banner ads, and Twitter. He is looking into antiquing and non-beef dining as two new stories.

ITEM 6: Presentation and Discussion of Smith Travel Research. Dan Quandt explained the multi-segment report for May.

ITEM 7: Presentation and Discussion of Operations and Finance.

Bed Tax Collection - Mindy Bradley reported that the HOT was up 12.9%, due in large part by the Texas Tech School of Pharmacy graduation being held here.

Monthly Financials - Dan Quandt reported that the budget will mostly remain the same. The difference in not using the reserve money has almost been regained, except for approximately \$37,000. The RFP's for the HOT audit is now before the city council, and will be paid for using HOT funds. There are three options for the audit: audit only, collection only, or audit and collection both. There will be an amnesty program for those that are not aware that they are required to pay HOT.

ITEM 8: Presentation and Discussion of April Committee Meetings.

Arts Committee – Kathy Sheldon reported that the subcommittee will meet soon to choose the next installation of airport art. The Amarillo Symphony has chosen a new Executive Director, Corey Cowart. Becky Zenor reminded everyone to put their events on our calendar.

Communications Committee – Stephanie Price reviewed what was discussed at the meeting on June 10. Madden Media is planning a success story featuring Amarillo, Google Reports data is now more accurate, and the zip code report is being overhauled. Eric Miller added that SATW is doing a story on Amarillo in American Cowboy Magazine.

Convention & Tourism Committee – Dr. Aaron Pan recapped items discussed at their meeting on June 10. Those topics were niche markets, the VIC, events at the civic center, impact of the MPEV and hotel, and Convention Sales and Servicing.

Sports Commission – Jimmy Lackey reported that they were scheduled to meet on June 30, but rescheduled due to the city council and LGC meeting. The new date and time have not been set.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next CVC meeting is July 22.

ITEM 10: Public Forum

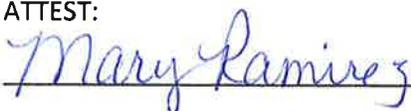
Daphne Adkins reported that thus far for the month of June, the TIC has had 10,000 visitors.

Dr. Pan reported that the DHDC will be having Explode on July 3, from 6-9 PM, and Camp Iwanna Summer Science Camp for the Terminally Immature on July 17, from 7-10 PM.

Tony Freeman introduced the new CVC Intern, Dane Glenn.

ITEM 11: Adjournment. There being no further business, the meeting was adjourned. The meeting was recorded and all comments are on file with the City Secretary.

ATTEST:



Mary Ramirez, Executive Assistant



Tony Freeman, CVC Chairman