

State of Texas

County of Potter

Minutes

City of Amarillo

On the 25th day of November 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 regularly meeting.

Voting Members	Present	No. Meetings Held	No. Meetings Attended
Tony Freeman, Chair	Y	2	1
Dr. Aaron Pan	N	2	1
Stephanie Price	Y	2	2
Kathy Sheldon	Y	2	1
Jimmy R. Lackey	Y	2	2
Daphne Adkins	Y	2	2
Jeff Bara	N	2	0
Sherman Bass	Y	2	2
Paul Borchardt	N	2	1
Randy Burkett	N	2	1
Beth Duke	Y	2	1
Bobby Lee	Y	1	1
Donna Paralicci	Y	2	2
Mark Shaffer	N	2	1
Randy Sharp	N	2	1
Lauren Walsh	Y	1	1
Phil Woodall	Y	2	2

Also in attendance was Alan Abraham.

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

ITEM 2: Approval of minutes from the regular meeting on October 28, 2015. Motion was made by Jimmy Lackey, seconded by Phil Woodall and unanimously carried to approve such minutes.

ITEM 3: Introduction of New Board Members. The board welcomed Bobby Lee and Lauren Walsh. Dan Quandt announced that Paul Borchardt, Mark Shaffer, Daphne Adkins, and Phil Woodall have been reappointed for another term.

ITEM 4: Presentation and Discussion on MPEV Public Information Committee. Dan Quandt reported that the LGC has permission to move forward. There may be the creation of three committees: 1) Operation, 2) Facilities, and 3) Public Information. The formal establishment of the committees will be made next Wednesday. The CVC is committed to assist with marketing. He reminded everyone that it is a three-part project with garage, hotel, and MPEV. Bid specs will go out next week, and be awarded in late January. The hotel is expected to open in spring of 2017. Though the Thunderheads baseball team is gone, there is a possibility of combining with the Grand Prairie Air Hogs. They are also working to bring in collegiate teams as well.

ITEM 5: Presentation and Discussion on next three months travel – what, where and why. Dan Quandt reported that the CVC Sales team attends 25-30 shows each year, with the most travel in the next three months. He explained the purpose and benefit of the shows being attended.

ITEM 6: Presentation and Discussion of Operations and Finance.

Bed Tax Collections – Dan Quandt reported that the bed tax collection was up 10.7% in October. He explained that it could mean that hotels caught up on past taxes due, which would create a spike. MuniServices will now be collecting the taxes due and pro-rating the payments received, eliminating the spikes.

Monthly Financials – The Debt vs Obligation Report for October was distributed and reviewed at the meeting. Dan Quandt explained that it only shows the spending, and the majority of our spending is done at the beginning of the fiscal year, revenue will be reflected later.

ITEM 7: Presentation and Discussion of Committee Meetings.

Arts Committee – Kathy Sheldon reported that the Golden Nail committee met with area reps last week. They awarded the catering bid to Macaroni Joe's, and the floral bid to Freeman's Flowers. The airport art is now in a different format by showcasing one artist at a time. The arts video was used by Texas Women for the Arts as an invitation to their meeting in Amarillo.

Communications Committee – Stephanie Price reported that the committee had much discussion about the zip code project. They also discussed some upcoming advertising opportunities, such as Ski Amarillo, and the Lonesome Dove cast reunion. The 2016 visitor guide is in progress.

Sports Commission – Jimmy Lackey reported that the commission will meet again January 13, 2016. The Tournament of Champions high school basketball tournament will be December 4 and 5 at WTAMU. The Panhandle Sports Hall of Fame induction will be February 14 in the Grand Plaza. The Kid's Inc. office is working on housing the PSHoF memorabilia.

Convention & Visitor Council – Stephanie Price gave the update on topics discussed at their meeting, such as the presentation by Carol Abraham of Leisure Leasing, and the Railroad Museum. Other things discussed were the Estore at the VIC, the renewed contract with WRCA, CVC marketing for hotels/attractions, and upcoming events. An agenda item for the December meeting will be inclement weather protocol.

ITEM 8: Discussion on future meeting dates and possible agenda items. There will not be a meeting in December, the next meeting will be January 27, 2016. Due to TTIA Unity Dinner, the February meeting will be moved up to February 17, 2016.

ITEM 9: Public Forum

Dan Quandt announced that the Championship Roughstock Challenge will be December 31 at 7:30 PM in the ANC. Stephanie Andrews has been promoted to Convention Services Manager. He will be meeting with the Cadillac Ranch Foundation to discuss the cleanup of spray paint cans on the ground.

Beth Duke reminded everyone of the Electric Light Parade this Friday at 6 PM. They will have 80 floats, and Channel 7 will telecast the parade on CW.

Stephanie Price reported that PPHM will have their 30th Christmas open house on December 4 from 6-9, and December 5 from 1-5.

Daphne Adkins reported that Texas Highways has an on-line gift shop, at www.texashighways.com.

Becky Zenor reminded everyone of the Christmas Garden of Lights at ABG from 6-8 PM, November 28 through December 19.

Sherman Bass gave an update of events at the civic center, such as Panhandle Nationals Wrestling, the Farm & Ranch Show, performances of Ragtime, and Annie, and the Mannheim Steamroller.

Phil Woodall reminded everyone of Nonsense December 3-13 at ALT.

ITEM 10: Adjourn. There being no further business, the meeting was adjourned. All comments were recorded and are on file with the City Secretary.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Tony Freeman, Chair