

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 27<sup>th</sup> day of January 2016, 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	No. Meetings Held	No. Meetings Attended
Tony Freeman	3	2
Dr. Aaron Pan	3	2
Stephanie Price	3	3
Kathy Sheldon	3	2
Jimmy R.Lackey	3	3
Daphne Adkins	3	2
Jeff Bara	3	0
Sherman Bass	3	3
Paul Borhardt	3	2
Randy Burkett	3	1
Beth Duke	3	2
Bobby Lee	2	1
Donna Paralicci	3	2
Mark Shaffer	3	2
Randy Sharp	3	2
Lauren Walsh	2	2
Phil Woodall	3	3

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 November 25, 2015. Motion was made by Jimmy Lackey, seconded by Beth Duke and unanimously carried to approve such minutes.

ITEM 3: Presentation and Discussion on Short-term Rentals. Dan Quandt reported that Amarillo has listings for 15 short-term rentals, with an ADR of \$113. He clarified that anything under 30 days is considered short term, and if payment is being received for any type of space, that taxes need to be paid. He asked if the board felt prepared to make any recommendations. There was much discussion. It was agreed that it would be better to take action now while the number of rentals is low. This issue should also be discussed at the ALA and C&T meetings, and discussed further at next month's board meeting. He added that Austin is passing a vacation rental ordinance.

Motion was made by Beth Duke, seconded by Phil Woodall and unanimously carried, that Dan and his staff research what other cities are doing, and that this topic be put on the agenda for next month in preparation for presentation to the city council.

ITEM 4: Presentation and Discussion on Amarillo On Tour. Dan Quandt reported that January has been a busy travel month. He attended the McAllen International Travel Show, which has been renamed the Wellness and Adventure Show.

Emilea White attended RCMA in San Diego. She reported that she had 27 appointments with planners resulting in good proposals and leads.

Stephanie Andrews attended the ESPA educational conference in Vancouver, Canada and received further servicing and meeting planner certifications.

Kashion Smith attended ABA in Louisville, KY. She reported that there were over 3500 attendees, and she had 26 appointments. She is actively involved in bringing back the West Texas Trip Partners. She will be leaving Sunday for NTA in Atlanta, GA.

Tina Brohlin is currently on her way to Southwest Showcase in Austin.

Dan reported further that he, Tina, Kashion, and Stephanie Andrews attended the TACVB Mid-winter Conference in Beaumont.

ITEM 5: Presentation and Discussion on Smith Travel Research Calendar-year Report. Dan Quandt distributed the report, and reviewed its data. It was agreed that numbers are moving in the right direction.

ITEM 6: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reminded everyone that the December numbers may not specifically be for December. MuniServices will prorate tax collections, which will accurately reflect each month.

Monthly Financials – Dan Quandt reported that December financials are not available yet.

ITEM 7: Presentation and Discussion of Committee Meetings

Arts Committee – Kathy Sheldon reported that the Airport Art Subcommittee met and chose art for the next two cycles. It will be presented to the airport board for final approval. The deadline for Golden Nail nominations is February 8. The Arts Committee and the Golden Nail Committee will meet next week.

Communications Committee – Stephanie Price reported that Eric Miller presented information to the Arts Committee on the Top 5 Report for cities, states, and countries attending their events. This has replaced the Zip Code Report. Each member of the Communications Committee was given a homework assignment of writing their “elevator speech” for promoting Amarillo to various niches.

Convention & Tourism Committee – Dr. Pan reported that there was discussion about severe weather conditions causing fear and frustration for travelers. Dan Quandt advised that hotel staff need to have empathy for stranded travelers. The committee also discussed qualities that make their attraction attractive to visitors.

Sports Commission – Jimmy Lackey reported that the commission had to reschedule their January meeting. He did report that the PSHOF Inductee Ceremony will be February 14 at 2 PM in the Civic Center Grand Plaza. New plaques are being installed for the already 170 inductees in the memorabilia room at Kid’s Inc.

Jimmy explained that the City Parks Renovation Project is a citizens group formed to revisit park and recreation issues. They have identified details for renovations at parks across the city such as: turf, lighting, restrooms, parking, and aquatics space. This package also contains the economic impact of existing and potential events, and will be presented to the city council at a later date.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting date is February 17, 2016. This is one week earlier due to the Unity Dinner in Austin. A possible agenda item will be further discussion on Short-term Rentals.

ITEM 9: Public Forum

Dr. Pan reported that the newest exhibit at DHDC will be Grossology: The (Impolite) Science of the Body, which opens on January 30. Next in the AfterDark series is Beerology: Science on Tap on February 5. DHDC will have Parents Night Out on February 12.

Stephanie Price reported that PPHM will have Sweets and Sweethearts on February 12 from 6-8 PM.

Beth Duke distributed the 2016 Downtown Dining Guide. She reported that Center City will submit their Letter of Intent to TCA on February 1 for Amarillo's designation as a Cultural Arts District. A representative from TCA will make a site visit on February 24 and 25. The final review will be June 1, and their decision will be announced in November.

Beth encouraged everyone to attend the Open House for the Lofts on 10<sup>th</sup> on February 18 from 4-6.

Beth added that Center City is a co-sponsor of the Chase Tower Run on February 27.

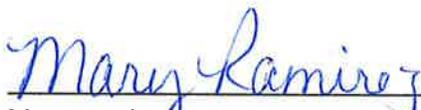
Dan Quandt announced that there are two job openings in the CVC. He and Gary Molberg will present the quarterly report to the city council on February 2. He also announced that the CVC won Best of Class in the Interactive Media Awards. He added that the Tri-State Fairgrounds will be equipped with wi-fi.

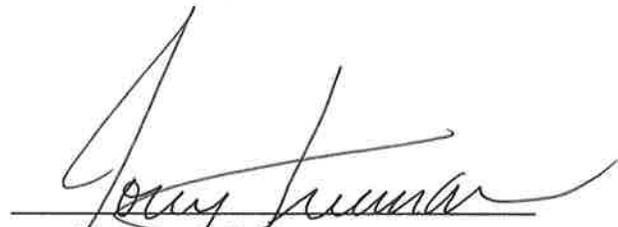
Lauren Walsh reminded everyone of AQHA's current exhibit, The Bold and the Beautiful.

Sherman Bass reminded everyone that there is one more performance of Annie on January 28.

ITEM 10: Adjourn. There being no further business, Tony Freeman adjourned the meeting. The meeting was recorded and all comments are on file.

Respectfully submitted,

  
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Mary Ramirez, Executive Assistant

  
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Tony Freeman, CVC Chair