

State of Texas

City of Amarillo

MINUTES

County of Potter

On the 17th day of February 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	4	3
Dr. Aaron Pan	4	3
Stephanie Price	4	4
Kathy Sheldon	4	3
Jimmy R. Lackey	4	4
Daphne Adkins	4	2
Jeff Bara	4	0
Sherman Bass	4	4
Paul Borchardt	4	3
Randy Burkett	4	2
Beth Duke	4	3
Bobby Lee	3	2
Donna Paralicci	4	3
Mark Shaffer	4	2
Randy Sharp	4	3
Lauren Walsh	3	2
Phil Woodall	4	4

Also in attendance was Alan Abraham.

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

ITEM 2: Approval of minutes of the meeting held on January 27, 2016. Motion was made by Sherman Bass, seconded by Randy Burkett and unanimously carried to approve such minutes.

Introduction of Denise Rayford was made. She was part-time at the VIC, and became full time effective January 1.

ITEM 3: Presentation and Discussion on action concerning short-term rental ordinance. Dan Quandt reminded everyone that short-term is defined as 30 days or less. He reported that the ALA met last Wednesday, and unanimously supported establishing a short-term rental ordinance.

Dan Quandt further reported that a model ordinance was written by the Texas Lodging Association to support the collection of occupancy tax from . He added that the Ronald McDonald House and Junior League House would be exempt.

Motion was made by Paul Borchardt that proper procedures and writing go to the city attorney to prepare for city council, seconded by Phil Woodall, and unanimously carried.

ITEM 4: Presentation and Discussion on federal/state per diem rates. Dan Quandt reported that Amarillo has a per diem rate of \$89. State employees must stay at a hotel that honors the state rate.

ITEM 5: Presentation and Discussion on TTIA Legislative Affairs Council activity. Dan Quandt reported that the council has already met. One constant topic of discussion is the school-start date. The only change is that the school calendar is now seen in minutes, instead of days.

Dan added that there is new regulation that, with 180 day notice prior to a large event, there will not be a road closure that would impact the event.

There is concern for the Event Trust Fund, as there are new people in that office. This fund is very important for events such as Adequan and WRCA.

The Unity Dinner is February 23. It will start with Market Place on Tuesday, he will also attend the Research Council meeting on Wednesday.

He also encouraged everyone to consider membership in the TRAVELPAC.

ITEM 6: Presentation and Discussion on Blueprint for Amarillo CVC. Dan Quandt presented the video that was also presented to the city council and interim city manager, to explain who the CVC is and what we do. He added that the CVC website received Best in Class at the Addy Awards, and in 2014 tourism brought \$877 million into Amarillo.

ITEM 7: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan distributed a copy of the tax collections for January, he added that the spike is an anomaly. The numbers are where they should be, and show continued growth.

Monthly Financials - Dan reviewed the budget information as of 12/31/2015.

ITEM 8: Presentation and Discussion of committee meetings

Arts Committee – Kathy Sheldon reported that the airport board met and approved the next two cycles of airport art. Becky Zenor has received over 400 nominations for Golden Nail Awards, scheduled for April 7. The jury will meet next week to decide the winners.

Communications Committee – Stephanie Price gave a report of items discussed at their February meeting, such as the elevator speech homework assignment, the digital campaign and contest surrounding the Lonesome Dove cast reunion, the Top 5 Report, and National Tourism Week.

Convention & Tourism Committee – Dr. Pan updated everyone on items discussed at their February meeting. The featured presenter was Alex Gregory from AMoA. He distributed Georgia O’Keeffe posters and reported that they will send pieces to the Georgia O’Keeffe Museum in Santa Fe. Their current exhibit is Chicano art owned by Cheech Marin.

Sports Commission – Tony Freeman reported that the sports commission had a presentation from Trevor Caviness regarding the City Parks Renovation Project. It was emphasized that this is not a city government project, but one of citizen interest. Also discussed at their February meeting was the new CVC housing partner, and the PSHoF Inductee Ceremony on Sunday at the civic center.

ITEM 9: Discussion future meeting dates and possible agenda items. The next meeting will be March 23, 2016.

ITEM 10: Public Forum

Dan Quandt presented Denise Rayford with a Prime Service award.

Gary Molberg reminded everyone of the ribbon cutting and open house at the Lofts at 10th on February 18.

Beth Duke reported that Center City is shooting a video for TCA as part of the Cultural Arts District application. Jim Bob McMillan, Deputy Director of TCA, will do a site visit on February 24 and 25.

Eric Miller presented four mock ups for the Historic Corridor sign.

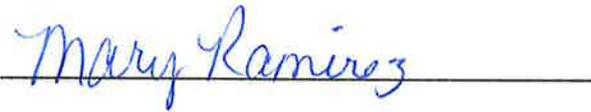
Stephanie Price reported that PPHM's final Invitational Art Show & Sale will be March 5. The Petroleum Wing renovation is nearing completion.

Bobby Lee reported that the Travel Channel will be filming at the Big Texan next Tuesday.

Sherman Bass reported that this is the busiest single weekend at the civic center, with the symphony, Ink Life Tour, gun show, antique show, and hockey game.

ITEM 11: Adjourn. There being no further business, motion was made by Phil Woodall, seconded by Beth Duke to adjourn the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Tony Freeman, CVC Chair