

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 23rd day of March 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	5	4
Dr. Aaron Pan	5	4
Stephanie Price	5	5
Kathy Sheldon	5	4
Jimmy R. Lackey	5	5
Daphne Adkins	5	3
Jeff Bara	5	1
Sherman Bass	5	4
Paul Borhardt	5	4
Randy Burkett	5	3
Beth Duke	5	4
Bobby Lee	4	3
Donna Paralicci	5	4
Mark Shaffer	5	2
Randy Sharp	5	3
Lauren Walsh	4	3
Phil Woodall	5	3

Also in attendance was Steven Rosas

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

ITEM 2: Minutes. Motion was made by Daphne Adkins, seconded by Jimmy Lackey and unanimously carried to approve minutes of February 17.

ITEM 3: Presentation and Discussion HOT ordinance adjustments. Dan Quandt explained that the bond counsel did not like the fractionalized ordinance. The amount did not change, only the distribution.

ITEM 4: Presentation and Discussion on Ski Amarillo campaign. Dan Quandt distributed a copy of the digital ad campaign stats for November 1 through March 15. He pointed out that the total clicks to the website was 52,292, total Facebook clicks to the website was 6,661. The demographics breakdown shows male and female almost equally split. The current digital ad campaign is Lonesome Dove, being timed around the cast reunion being held in Fort Worth.

ITEM 5: Presentation and Discussion on Trip Advisor event. Kashion Smith reported that a representative from Trip Advisor is coming to Amarillo for a workshop to show how to improve your company's profile and get better use of Trip Advisor. The time and location have yet to be determined.

ITEM 6: Presentation and Discussion of important annual statistics. Dan Quandt distributed the 2015 comparison data with other Texas metro areas, according to the Texas Hotel Performance Factbook

2015 Annual Report from Source Strategies, Inc. This data compares the Amarillo MSA to 25 other MSA's in Texas and the non-metro Texas areas.

Dan further explained that the Government rate is set by larger communities, the smaller communities are under the CONUS rate.

ITEM 7: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that the collection of hotel tax was down in February, but revenue was up. Some hotels may still owe taxes, since payments can only be made online now.

Monthly Financials – Dan Quandt reported that the numbers are where they should be at this point in the fiscal year. There is now an additional monthly report for the Activity Fund.

ITEM 8: Presentation and Discussion of Committee Meetings

Sports Commission – Jimmy Lackey reported that the next meeting of the Sports Commission will be April 13. They will discuss area facilities and feedback from the city council.

Convention & Tourism Committee – Dr. Pan reported that at their last meeting, Sherman Bass presented information on the Civic Center Complex. Other topics discussed were the housing bidding process, and sales and visitor numbers for the VIC. Their next meeting is April 13.

Communications Committee – Stephanie Price reported that their agenda topics were the Top 5 Report, the Ski Amarillo and Lonesome Dove ad campaigns, the Media Mentions Report for 2015, NTW activities, and Yellow City Certification. Melissa Stafford from AJR Media will be at their next meeting on April 13.

Arts Committee – Kathy Sheldon reported that as part of NTW, the arts groups have been invited to have booths at the Venom game on May 7 for Night of the Arts. The art work of Kale Rogers has been installed at the airport, and will be displayed for four months. The Golden Nail Awards Gala is April 7.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting is April 27.

ITEM 10: Public Forum

Beth Duke reported that the Cultural Arts District application is moving forward. Everyone is invited to attend public meetings about the Proposed Amarillo Cultural District on March 31 at 4:00 PM at the Amarillo Art Institute, or at 6 PM at the Center City office, or on April 2 at 2 PM at the Fibonacci Building. She encouraged everyone to submit a letter of support. The deadline is June 15.

Dan Quandt announced that ticket vouchers for the Venom games will be available at the VIC and TIC. He also explained that the ad campaign, Small Town Saturday Night will target area towns. Residents from the targeted town can also receive a free ticket.

He added that he and Tina Brohlin went to Las Vegas as hosts for the AQHA Hall of Fame Banquet in February.

Stephanie Price encouraged everyone to register to attend the PPHM Black Gold Ball on April 16.

Dr. Pan reported that DHDC saw over 7700 visitors over spring break. Their next event is Eggstravaganza this Saturday from 9:30 to 12.

Daphne Adkins announced that TXDot has a new director, Joan Henderson.

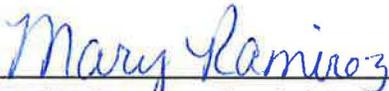
Paul Borchardt announced that Wonderland Amusement Park opens this weekend.

Gary Molberg reminded everyone of DC Days, for the purpose of promoting Amarillo, especially Bell Helicopter and Pantex.

Randy Burkett reported that the city council is working on the AA baseball team, and The Hub, out of Florida, is looking at renovating the train depot.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Tony Freeman, CVC Chair