

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 27<sup>th</sup> day of April 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 Member	No. Meetings Held	No. Meeting Attended
Tony Freeman	6	4
Dr. Aaron Pan	6	5
Stephanie Price	6	5
Kathy Sheldon	6	5
Jimmy R. Lackey	6	6
Daphne Adkins	6	3
Jeff Bara	6	2
Sherman Bass	6	4
Paul Borchardt	6	5
Randy Burkett	6	3
Beth Duke	6	5
Bobby Lee	5	3
Donna Paralicci	6	5
Mark Shaffer	6	3
Randy Sharp	6	4
Lauren Walsh	5	4
Phil Woodall	6	6

Also in attendance were: Jenna Martinez, Pete Marufo, Jenna Clary

ITEM 1: Call to order. Dr. Aaron Pan established a quorum, and called the meeting to order.

ITEM 2: Minutes. Motion was made by Beth Duke, seconded by Randy Sharp and unanimously carried to approve the minutes of March 23, 2016.

ITEM 3: Presentation and Discussion on local hotel occupancy tax information. Gary Molberg reminded everyone that the hotel occupancy tax is funding the downtown renovations. The portion paid by the CVC is currently \$550,000, and will cap out at \$1m in the year 2021. Projections are based on a very conservative 4% increase.

ITEM 4: Presentation and Discussion on Cultural Arts District resolution. Beth Duke reported that Center City is in the last few weeks of preparing their application, the deadline is June 1. She distributed a Sample Resolution for Convention & Visitor Council. Motion was made by Paul Borchardt, seconded by Randy Sharp, and unanimously carried to accept the resolution. Beth Duke abstained from voting.

ITEM 5: Presentation and Discussion on Fairgrounds wi-fi. Tina Brohlin reported that having wi-fi is a very important factor in renewing contracts with Adequan, and other events, at the fairgrounds as it allows them to report scores and make posts in real time. The Potter County Event Venue District approved the \$250,000 cost of wi-fi for all areas of the fairgrounds, except the Rex Baxter Building.

ITEM 6: Presentation and Discussion on March Smith Travel Research Report. Gary Molberg reported that our occupancy rate was at 69.3% for March, and an increase of only \$1.50 in revpar, equates to an increase of \$340,000 in hotel occupancy tax dollars.

ITEM 7: Presentation and Discussion on Embassy Suites video. Tina Brohlin showed the video of the new Embassy Suites, set to open in 2017. Donna Paralicci introduced Jenna Clary as their Director of Sales. Donna added that they have started construction on the 3<sup>rd</sup> floor of the tower side, and will be making some changes to the convention side by adding more technology. They are speaking with local and national spa operators and restaurants.

Tina added that this video will be used as a marketing tool at trade shows, and shared with meeting planners.

ITEM 8: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax Collections – Gary Molberg already discussed.

Monthly financials – Financials for March were included in the meeting packet.

ITEM 9: Presentation and Discussion of Committee Meetings

Arts Committee – Kathy Sheldon reported that a piece of the artwork by Cale Rogers displayed at the airport has been purchased. May 7<sup>th</sup> is Arts Night with the Venom, and the Golden Nail Awards gala had 370 attendees. The Arts Committee will not meet in June or July, their next meeting will be August 2<sup>nd</sup>.

Communications Committee – Stephanie Price was delayed at the airport in Dallas. Eric Miller reported that the CVC has new contracts with ADARA, and Meltwater. The Amarillo jingle has been redone by Ed Montana. There will be two press trips in Amarillo this summer.

Convention & Tourism Committee – Dr. Aaron Pan reported that Mel Smith presented information about Palo Duro Zip Line and Adventures. Trip Advisor will host a conference here on May 24<sup>th</sup> at the Holiday Inn West Medical from 10 AM to 12 PM.

Sports Commission – Jimmy Lackey reported that the sports commission will meet today at 2 PM. They will discuss sports facilities projects.

ITEM 10: Discussion on future meeting dates and possible agenda items. The next meeting date will be May 25<sup>th</sup>.

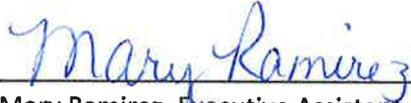
ITEM 11: Public Forum

Eric Miller reported that April 30<sup>th</sup> through May 7<sup>th</sup> is National Tourism Week. There will be three proclamations: Potter County, Randall County, and the City of Amarillo. There are many events throughout the week, such as What's on Tap, Yellow City Certified, a travel rally at our TIC, First Friday Art Walk, Train Day, and Arts Night at the Venom.

Gary Molberg encouraged everyone to take a poster and tickets for Business Connection on May 19<sup>th</sup>.

ITEM 12: Adjournment. There being no further business the meeting was adjourned.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Dr. Aaron Pan, Acting Chair