

State of Texas

City of Amarillo

MINUTES

County of Potter

On the 25<sup>th</sup> day of May 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. Meetings Attended
Tony Freeman	7	5
Dr. Aaron Pan	7	6
Stephanie Price	7	5
Kathy Sheldon	7	6
Jimmy R. Lackey	7	7
Daphne Adkins	7	3
Jeff Bara	7	2
Sherman Bass	7	5
Paul Borchardt	7	5
Randy Burkett	7	4
Beth Duke	7	5
Bobby Lee	6	4
Donna Paralicci	7	6
Mark Shaffer	7	5
Randy Sharp	7	5
Lauren Walsh	6	4
Phil Woodall	7	6

ITEM 1: Call to order. Tony Freeman established a quorum, and called the meeting to order.

ITEM 2: Minutes. Motion was made by Sherman Bass, seconded by Bobby Lee and unanimously carried to approve such minutes of May 25, 2016.

ITEM 3: Presentation and Discussion by Rod Tweet on sports facility needs in Amarillo. Rod Tweet, Parks and Recreation Director, presented the Capital Improvement Project - Blueprint for Amarillo. He explained that this information was gathered from meeting directly with youth-sports providers, distribution of youth-athletics surveys, and hosting four public-input meetings.

The feedback received shows that the highest needs are improvements to existing fields, courts and gyms, and indoor aquatic facilities. Public comment is that citizens positively support upgrades to current facilities, as well as the addition of new facilities.

They have also identified a need for more aquatic, equestrian, and wheelchair programs.

The next step will be to compile the data into a five-year Capital Improvement Plan to present in May as part of a city-wide capital improvement process.

Dan Quandt added that this proposal should not be confused with the proposal sponsored by concerned citizens.

**ITEM 4: Presentation and Discussion on CVC role in the city's capital improvement program.** Dan Quandt reported that the CVC currently provides an economic impact calculation using a universally-used formula. The role of the CVC is to provide research and information. From a Sports Sales perspective we support larger complexes versus parceling out events and attendees.

**ITEM 5: Presentation and Discussion of TripAdvisor and Yellow City Certified Events**

Kashion Smith reported that Scott Caufield, from TripAdvisor, was here to present information on reputation management. The event was well attended, and there will be another seminar soon.

She also reported that the first Yellow City Certified event was very successful and contained good information from our local attractions. She plans to have another certification in October, and widen the focus to include convenience store employees.

**ITEM 6: Presentation and Discussion of some new video items**

Dan Quandt presented videos of the Southern Weekend promotion, a regional version of TX Country Reporter, and the thirty-second version of that video. He also showed the Globe News video, which will tie in with the cultural arts district application process.

**ITEM 7: Presentation and Discussion on 2016-17 budget process**

Dan Quandt reported that he is currently working on the latest marketing supplement. There will be meetings with committee chairs and a workshop with the city in August to discuss the upcoming budget. The city will give final approval in September.

**ITEM 8: Presentation and Discussion of Operations and Finance**

**Hotel Occupancy Tax Collections** – Dan Quandt reported that the amount collected is up 8.4%. There will be an additional monthly report that will show who is behind in the payments.

**Monthly Financials** – He added that finances are good overall. There are some line items that were miscoded, but that is being corrected.

**ITEM 9: Presentation and Discussion of Committee Meetings**

**Arts Committee** – Kathy Sheldon reported that Arts Night with the Venom was a good cross-marketing opportunity for the arts groups, and to get information out about their summer camps. The new rotation of Airport Art will be installed in July.

**Communications Committee** – Tony Freeman reported that Carol Lovelady has been named Interim Director at PPHM. Crocodile Lile was included in TX Highways 10 Extraordinary Texans. The Mad Mike launch in PDCSP had to be postponed. There will be an essay contest and photo contest as part of the Cattle Drive. TEXAS begins their new season on June 3. The committee reviewed the job description for the new position of Manager of Advertising and Digital Assets.

Convention & Tourism Committee – Dr. Pan reported that Dora Meroney presented a history of Rt. 66, which will celebrate its 90th anniversary.

Sports Committee – Jimmy Lackey reported that the April meeting was lightly attended. The committee will refocus their purpose. Their next meeting will be July 27.

ITEM 10: Discussion on future meeting dates and possible agenda items. The next meeting will be June 22, 2016.

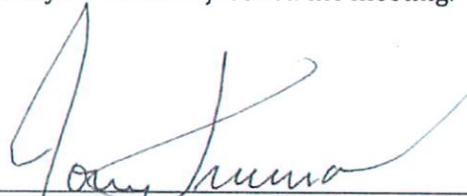
ITEM 11: Public Forum

Randy Burkett reported that the city is still working on the acquisition of an AA baseball team.

ITEM 12: Adjourn. There being no further business, Tony Freeman adjourned the meeting.

Respectfully submitted,

  
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Mary Ramirez, Executive Assistant

  
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Tony Freeman, Chair