

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 22nd day of June 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	Present	No. Meetings Held	No. Meetings Attended
Tony Freeman	Y	8	6
Dr. Aaron Pan	N	8	6
Stephanie Price	Y	8	6
Kathy Sheldon	Y	8	7
Jimmy R. Lackey	N	8	7
Daphne Adkins	Y	8	4
Jeff Bara	Y	8	3
Sherman Bass	Y	8	6
Paul Borchardt	Y	8	6
Randy Burkett	N	8	4
Beth Duke	Y	8	6
Bobby Lee	Y	7	5
Donna Paralitucci	N	8	6
Mark Shaffer	Y	8	6
Randy Sharp	N	8	5
Lauren Walsh	Y	7	5
Phil Woodall	Y	8	7

Also present were: Jenna Clary, DOS for Embassy Suites, and Bianca Montes, AGN Reporter

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

ITEM 2: Minutes. Motion was made by Kathy Sheldon, seconded by Beth Duke and unanimously carried to approve such minutes of May 25, 2016.

ITEM 3: Presentation and Discussion on convention center expansion concepts – Sherman Bass.

Sherman Bass presented artist renderings of the proposed renovations to the civic center complex, built in 1968. He explained that the low height of the ceiling in the coliseum, currently at only 38', prevents the opportunity to have big shows and concerts here. Due to the current location of the loading dock, it is not possible to load more than one event at a time. The expansion will raise the ceiling to at least 75', and will add more loading docks.

There will be several public meetings aimed at finding what kind of community citizens want for the future and how to achieve those goals. They will be held at 5:30 PM on the following dates: June 22 at United Citizens Forum, June 23 at the East Branch Library, June 29 at the NW Branch Library, and June 30 at Southwest Branch Library. Focus group meetings will begin in July.

ITEM 4: Presentation and Discussion on draft of 2016-2017 Marketing Supplement. Dan Quandt presented a draft of the marketing supplement for the next fiscal year, *And That Has Made All the Difference*. He explained that we can change Amarillo from way station to destination by use of conventions and sports, and through:

Advocacy – sharing economic impact information, monitoring the school-start date, promoting tourism

Advertising – more skirmish marketing, intense focus in certain areas

Arts – the non-co-op, co-op, grants, Cultural Arts District designation

Communications/Film – telling our story

Group Sales – in-your-face marketing, two-years-out arrangement with city parks

Services – attention to detail, Prime Service

Tourism – getting travelers off of I-40

Activity Fund – these funds are no longer limited to city facilities

Local Impact – letting locals know what's going on, partnership to train unskilled labor

He will present the proposed budget at the July meeting. The board will also vote on the acceptance of the marketing supplement at the July meeting.

ITEM 5: Presentation and Discussion of Operations and Finance

HOT – Dan Quandt explained that though the 7.8% growth is good, there needs to be repercussions to those who are habitually late in paying.

Monthly financials – He added that they are still sorting out the miscoding of funds, and there is 28.8% of the budget remaining.

ITEM 6: Presentation and Discussion of Committee Meetings

Arts Committee – Kathy Sheldon reported that their next meeting will be July 19. The next rotation of airport art will feature artist Nanette Womack, and will be displayed July through October. The new committee chair will be Angela Knapp-Eggers.

Communications Committee – Stephanie Price reported that Paul Borchardt chaired the last meeting, in her absence. Facebook Live created much community engagement during the cattle drive. The committee received a comparison of ad campaigns for Lonesome Dove and Ski Amarillo.

Convention & Tourism Committee – Dan Quandt reported that Bob Lile presented information on Rt. 66. The CVC staff will be attending several trade shows and conferences in the coming months.

Sports Commission – Tony Freeman reported that their next meeting will be July 27.

ITEM 7: Discussion on future meeting dates and possible agenda items. The next meeting will be July 27.

ITEM 8: Public Forum

Daphne Adkins reported that there will be an outdoor event celebrating the 30th anniversary of the DMWT campaign tomorrow from 10-2 at the TIC.

Stephanie Price reported that PPHM will have the Heart of Texas Art event August 26-28.

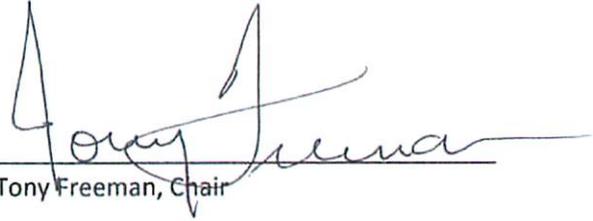
Beth Duke distributed fliers for High Noon on the Square, the Sounds of Summer brochures, new Downtown Dining Guides, and Hoof Prints brochures.

ITEM 9: Adjourn. There being no further business, Tony Freeman adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Tony Freeman, Chair