

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24th day of August 2016, the Convention and Visitor Council Board met at 8:30 AM in the Amarillo Chamber of Commerce Board Room for a regular meeting.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Tony Freeman	Y	10	8
Dr. Aaron Pan	Y	10	8
Stephanie Price	Y	10	8
Kathy Sheldon	Y	10	9
Daphne Adkins	Y	10	6
Jeff Bara	Y	10	5
Sherman Bass	Y	10	8
Paul Borchardt	Y	10	8
Randy Burkett	Y	10	6
Beth Duke	Y	10	8
Bobby Lee	Y	9	8
Donna Paralicci	Y	10	7
Mark Shaffer	Y	10	7
Randy Sharp	Y	10	7
Lauren Walsh	Y	9	6
Phil Woodall	Y	10	9

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

ITEM 2: Minutes. Motion was made by Beth Duke, seconded by Randy Burkett and unanimously carried to approve such minutes of July 27, 2016.

ITEM 3: Discussion and Action concerning revision to proposed 2016-2017 CVC operating budget. Dan Quandt announced a staffing change since the budget was passed, which allows an increase to the arts budget.

Motion was made by Phil Woodall, seconded by Daphne Adkins to approve the revised 2016-2017 budget to increase funding for the arts marketing grants from \$50,000 to \$80,000. All were in favor, with one abstaining.

ITEM 4: Update on the short-term rental ordinance. Dan Quandt reported that the TX Hotel Lodging Association, and the President of TTIA are discussing legislation for the air bnbs. The same rules should apply to them as apply to hotels, except for pool inspections. Since air bnbs are located in residential areas, zoning is an important issue. No action will be taken on a local level until decisions are made at the state level. A resolution should be made by June, when the legislature adjourns.

ITEM 5: Update on Smith Travel Research Reports. Dan Quandt distributed the July 2016 Comparisons Report compiled by Smith Travel Research. The reports included approximately 3000 franchise hotels in about 16 cities, and can include shoulder cities, such as Dumas and Dalhart. He added that the government hotel rate will increase to \$91 in October.

ITEM 6: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt distributed the 2015-2016 HOT Collections Report for July. He explained that the rate is down slightly due to three non-paying properties.

Financials – Dan Quandt reminded everyone that most spending is done at the beginning of the fiscal year, but income is not reflected until later in the year. He is still making some corrections to the budget coding of some expenses.

ITEM 7: Presentation and Discussion of Committee Meetings

Convention & Tourism Committee – Dr. Pan highlighted the topics discussed at their August meeting, such as: presentation by Carol Hall, Director of Sales at the Ashmore Inn & Suites, downtown projects, and impact reports. Ryan Loyd from ABG will be the presenter at the September meeting.

Sherman Bass pointed out that, of the downtown projects, Proposition 5 is for expansion and rehabilitation of the convention center, not for a new arena. The arena will not be on the November ballot. More detail is available at www.amarillo.gov, click on Downtown banner, and Civic Center Needs.

Eric Miller asked that ballot verbiage be included on the September agenda.

Communications Committee – Stephanie Price reported on topics their committee discussed, such as: travel writers in Amarillo, ADARA reports, and reports from DK Shifflet and Dean Runyan.

Arts Committee – Kathy Sheldon reported that they discussed the 2016-2017 budget, the creation of an economic impact study for arts events, a city-wide Flex Pass, and revisions to the funding application form.

Dan Quandt added that Becky Zenor has resigned from the Chamber, and Kashion Smith will be the coordinator for the Arts Committee.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be September 28, 2016.

ITEM 9: Public Forum

Tina Brohlin introduced Hollie Hawkins, CVC Sales Coordinator.

Dan Quandt reported that Eric Miller is at Travel Media Showcase. Three CVC staff members have received TACVB certificates, and Amarillo won the People's Choice, and the Judges' Choice Awards at the Idea Fair.

Paul Borchardt announced that the Tower of Lights will display messages to welcome groups or events during the winter months when Wonderland is closed.

Stephanie Price reported that PPHM is hosting Heart of Texas Art this weekend. PPHM has added a December downtown walking tour.

Beth Duke announced that it is the 10th anniversary of rehanging the Paramount sign. TCA will give its official vote on Amarillo's designation as a Cultural Arts District on September 7th.

Gary Molberg reminded everyone of the Chamber BBQ on September 8th.

Dr. Pan reported that DHDC's next exhibit is Top Secret: License to Spy. The Mad Scientist Ball will be on October 15th.

Lauren Walsh reported that the Horse in Art Exhibit is still on at AQHA. The Select World Show will begin August 25th.

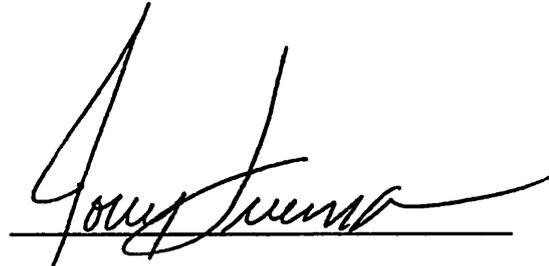
Randy Burkett reported that a decision should be made about the baseball team in October, when the agreement will be signed.

ITEM 10: Adjourn. There being no further business, Tony Freeman adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Tony Freeman, CVC Chair