

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 20<sup>th</sup> day of December 2017, 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
Stephanie Price	Y	2	1
Dr. Aaron Pan	Y	2	2
Sharon Gongora	Y	2	1
Angela Knapp-Eggers	Y	2	2
Tony Freeman	Y	2	2
Daphne Adkins	Y	2	2
Sherman Bass	Y	2	1
Paul Borchardt	Y	2	1
Beth Duke	Y	2	2
Elaine Hays	Y	2	2
Bobby Lee	Y	2	2
Donna Paralicci	N	2	0
Mark Shaffer	N	2	1
Randy Sharp	N	2	1
Phil Woodall	N	2	1

Also present were: Leslie Schmidt, Sr. Assistant City Attorney, City Councilmember Howard Smith, guest Don Judd, and incoming-board member, Jody Reynolds.

ITEM 1: Call to order. Stephanie Price established a quorum, and called the meeting to order. She then asked each one present to introduce themselves.

ITEM 2: Minutes. Motion was made by Daphne Adkins, seconded by Beth Duke, and unanimously carried to approve the minutes of October 25, 2017.

ITEM 3: Update on Amarillo Tourism Improvement District. Dan Quandt announced that we will have two new board members: Coco Duckworth and Jody Reynolds. He added that the five city appointees have been reappointed.

Dan reminded everyone that this process started one year ago, and received support from all hoteliers, to be able to assess an additional 2% to use how they choose. It was presented to the legislature as part of another bill, which passed the House, but not the Senate. It will be presented again in two years.

Mayor Ginger Nelson hosted a reception with Blackridge Consulting, hoteliers, and lobbyists for the city, to start on plans for next year. President of THLA, Scott Joslove, will also be involved.

Resolution will go to the city for approval, managed by the CVC, but all spending decisions will be made by the hoteliers. Collection could start October of 2019. Dan will share the bylaws, when they are received.

**ITEM 4: Construction forecast/projects.** Dan Quandt distributed a list of current projects, totaling almost \$3 million, and will continue for up to another year and a half. It has hurt tourism in Amarillo, but we will continue the ads that acknowledge the inconvenience to tourists.

He added that they have made good progress on the groundwork for the MPEV, construction should start in January. By contract, it must be open no later than April 1, 2019, and not to exceed the \$40 million budget.

Kashion Smith added that there was much discussion about Amarillo's new baseball team and facility at NTA.

**ITEM 5: Taking Flight Tourism, Meetings, Convention Development Task Team Update.** Dan Quandt reported that last year, the airport management put together subcommittees for airport improvements. The subcommittees were: economic development, air service, tourism, and corporate/general aviation. Though the subcommittee meetings have stopped, new Airport Manager Michael Connor, plans to resume those meetings.

**ITEM 6: Relationship with local Alzheimer's Association.** Dan Quandt explained that there are five parts of tourism: planning, the journey to get there, the experience once there, the trip back home, and the memories made. We have formed an alliance with the Alzheimer's Association, and will be donating Hilton Honor Points earned from hosting the SATW Conference here in May 2019. We will also have a link on our website for donations.

**ITEM 7: Presentation and Discussion of Operations and Finance**

**Hotel Occupancy Tax Collections –** Dan Quandt reported that the formula used to calculate the amount collected is not accurate, the problem is being corrected.

He also gave an update on short-term rentals, which are now at 87 actively operating in Amarillo. Effective January 2018, we will subscribe to AirDNA for data on short-term rentals. Leslie Schmidt added that an ordinance will be presented at the work session for the city council on January 16<sup>th</sup>.

**Monthly Financials –** Dan Quandt reported that the Arts marketing grants have been awarded. There are still coding errors being corrected to the advertising and marketing budget.

**ITEM 8: Presentation and Discussion of Committee Meetings**

**Arts Committee –** Angela Knapp Eggers reported that the newest member to the Arts Committee is Melody Alexander. Golden Nail, scheduled for April 12, 2018, has been revamped. It will be called the Golden Nail Reception, it will be held on the stage at the GNC, and winners will be notified ahead of time.

Kashion Smith added that the latest round of Airport Art has been installed, one piece sold within three days. It will remain up until mid-March. Sunset Galleries will continue with the monthly First Friday Art Walk.

**Communications Committee –** Sharon Gongora gave a recap of things discussed at their December meeting, such as: the new direct flight between Amarillo and Phoenix, the remodel of the Welcome Wall at the airport, the Buy the Way campaign, and the completion of the 2018 visitor guide.

Convention & Tourism Committee – Dr. Pan reported that the items discussed at their December meeting were: upcoming conferences/events, travel of CVC staff to ESPA and NTA, new sales tool services from Bluebuzzard, and IMM.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be January 24, 2018.

ITEM 10: Public Forum

Bobby Lee reported that a new city ordinance allows pet-friendly outdoor dining, which will a big effect on tourism.

Beth Duke reported that the award for the Deck the Herd to celebrate the 15<sup>th</sup> year of Hoof Prints will be awarded on Thursday morning.

Daphne Adkins distributed posters of Jail is not Jolly, to promote safe driving awareness.

Dan Quandt shared the new Texas State Travel Guide, featuring the PDCSP Lighthouse on the cover.

Dr. Pan reported that DHDC will have family nights December 21<sup>st</sup> – 23<sup>rd</sup>, and Noon Year's Eve on December 31<sup>st</sup>.

Elaine Hays reported that Gary met with Mary Bagwell regarding brochures for the Buy the Way campaign. There will also be a social media workshop for retailers, which will be recorded and posted online.

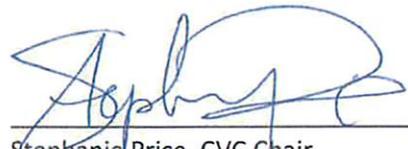
She added that the city is starting a beautification committee of six people, and will work with the Arts Committee and public art.

Paul Borchardt reported that he will attend a meeting of the AISD Board on January 22<sup>nd</sup> regarding the effect that the earlier school-start date has on tourism.

ITEM 11: Adjourn. There being no further business, Dr. Pan adjourned the meeting.

Respectfully submitted,

  
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Mary Ramirez, Executive Assistant

  
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Stephanie Price, CVC Chair