

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 23rd day of May 2018, 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	7	6
Dr. Aaron Pan	N	7	5
Sharon Gongora	Y	7	6
Angela Knapp-Eggers	Y	7	7
Tony Freeman	Y	7	6
Daphne Adkins	Y	7	4
Sherman Bass	N	7	5
Paul Borhardt	Y	7	4
Coco Duckworth	Y	5	4
Beth Duke	Y	7	6
Kevin Hawkins	N	1	1
Elaine Hays	Y	6	7
Bobby Lee	N	7	5
Vic Ragha	N	2	0
Jody Reynolds	Y	5	5
Mark Shaffer	N	7	3
Phil Woodall	Y	7	4

Also present were: Leslie Schmidt, Sr. Assistant City Attorney, Howard Smith, City Councilmember, Don Judd, President of the Board of Trustees for the Crouch Foundation

ITEM 1: Call to order. Stephane Price established a quorum, and called the meeting to order.

ITEM 2: Public Forum

Beth Duke distributed posters and schedules for Center City's High Noon on the Square. She also distributed the most recent Downtown Dining Guide. The Sounds of Summer brochure is now available as a pdf for everyone to print and share.

Howard Smith introduced Don Judd. Don distributed the press release for the hiring of the architecture firm to re-roof the Art Center. Potential plans include a boutique hotel, a foundry in the former JC Penney's location, and box cars to convert into live/work spaces for artists. They would also like to change Plains Blvd. to Ann Crouch Blvd. The Ann Crouch Car Show is scheduled for June 1st. All but five of the studios are now leased.

The board has met with Lydia Thompson, Dean of the Art Department at Texas Tech University to discuss Museum Science graduate students having space in the art center.

The Hastings building has been purchased by AISD for AACAL classes.

Stephanie Price reported that PPHM's current exhibit is Native Lifeways, up until May 2019.

ITEM 3: Minutes. Motion was made by Tony Freeman, seconded by Beth Duke, and unanimously carried to accept the minutes of April 25, 2018.

ITEM 4: Update on hosting Society of American Travel Writers Central States Chapter. Eric Miller reported that the attendees will start arriving on Monday, May 28th, and be here until Saturday, June 2nd. There are 50 registrants, of which 30 are writers, bloggers, and influencers. This will be the largest number of travel writers here at the same time.

Their itinerary includes the downtown cattle drive, and then to the Coors Cowboy Club for dinner and rodeo.

Dan Quandt shared the iPhone social media cards.

ITEM 5: Presentation on Panhandle promoting. Dan Quandt presented the Facebook retargeting campaign for October – April from Madden Media using Outbrain, whose ads are native advertisements that do not appear as banner ads. The Amplified Storytelling campaign is intended to drive new people to our website. He also shared ad samples from Instagram.

He reminded everyone of the Let's Go to Town campaign with Amarillo Globe News a few years ago targeted towards people in surrounding towns. That contract has ended. We will now have small, black and white ads in the area newspapers, including Borger, Canyon, Dalhart, Dumas, Hereford, Pampa, Perryton and Plainview, purchased through Texas Press Association.

ITEM 6: Discussion concerning initial budget thoughts. Dan Quandt reported that there are no figures yet from city finance. He added that our budget is 60-70% tourism.

A few items he pointed out are that the set amounts come off the top, there is still some fine tuning to be done, and the salary freeze will be lifted.

We will be revamping the website, which will be 99.5% tourism, conventions will go through the microsite. We will also be adding UTrip, a service to place itinerary hints based on the users' clicks.

The Taking Flight task force will continue promoting our airport.

We will continue monitoring the school start date, as it impacts tourism.

The opening of the WT Amarillo Center and the Texas Tech Vet School will provide opportunities for us to host medical conferences.

Construction on the MPEV is on schedule, opening date will be April 1, 2019.

ITEM 7: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that April tax collection was up 7.6%, and up 4.5% year to date.

Monthly Financials – Dan reported that there are still some corrections being made.

ITEM 8: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that a reporter for the Globe News was invited to the last committee meeting to be given season schedules from the arts groups, however she could not attend. Angela and Kashion Smith plan to meet with her at a later date.

The Arts & Beautification Committee is moving along to enhance the arts through acquisition of grants, and revamping their master plan. Their first initiative will be an interactive mural project, intended to be an inexpensive way to make a big impact.

Communications Committee – Sharon Gongora reported that items discussed at their May meeting were: a drilldown of our web content, using two digital billboards as welcome signs and artistic introduction to Amarillo, and the placement of a stationary iPad at the airport to survey travelers for better demographic information. They also discussed Google Analytics, and ADARA reports.

Convention & Tourism Committee – Dan Quandt reported that at their last meeting, Eric Miller was the CVC staff person to be highlighted. Dan explained the benefits of relationship building by our attendance at various trade shows. He reviewed the booking stats for meeting and sports sales, events of NTW, and the addition of a third Yellow City Certified.

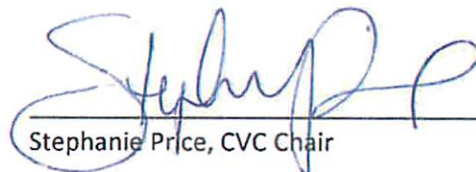
ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting is scheduled for June 27, 2018, but that date may change.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair