

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28<sup>th</sup> day of November 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	2	2
Dr. Aaron Pan	Y	2	2
Sharon Gongora	Y	2	2
Angela Knapp-Eggers	Y	2	2
Tony Freeman	Y	2	2
Sherman Bass	Y	2	2
Paul Borhardt	Y	2	2
Coco Duckworth	Y	2	2
Beth Duke	Y	2	1
Kevin Hawkins	Y	2	1
Elaine Hays	Y	2	2
Bobby Lee	Y	2	2
Vic Ragha	Y	2	2
Jody Reynolds	N	2	1
Mark Shaffer	Y	2	2
Phil Woodall	Y	2	2

Guests present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Daphne Adkins, TX Travel Information Center, Douglas Clark, Amarillo Globe News, Romero Garza, student at WTAMU.

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

ITEM 2: Public Forum. Guests did not have any comments.

ITEM 3: General announcements from the Board of Directors

Elaine Hays announced that Matt Morgan has been selected to replace Daphne Adkins on the CVC Board, effective January 1, 2019.

Beth Duke distributed fliers for Center City's Electric Light Parade on November 30<sup>th</sup>.

Stephanie Price reported that PPHM will have their Christmas Open House on November 30<sup>th</sup> and December 1<sup>st</sup>. The City of Canyon will have Christmas in Canyon on December 1<sup>st</sup>.

Dr. Pan reported that DHDC will have Christmas with Santa on December 1<sup>st</sup>. The time capsule has been resealed and will not be opened again until 2093.

Phil Woodall reminded everyone of ALT Academy's A Christmas Carol.

Dan Quandt announced that due to staff travel and the Christmas holiday, there will not be a December board meeting. He also distributed Amarillo coffee cups as gifts to the board members.

ITEM 4: Minutes. Motion was made by Mark Shaffer, seconded by Phil Woodall and unanimously carried to accept the minutes of October 24, 2018.

ITEM 5: Presentation concerning hosting Texas Main Street Convention. Beth Duke presented the Texas Main Street Summer Training Economic Impact. There were 67 attendees, the majority of which were managers of Texas Main Street cities or employees of the Texas Historical Commission.

Fifty-one of the attendees stayed in local lodging, resulting in 161 total nights. The average spending was \$545 per person, for an estimated total spending amount of \$36,532. Center City and sponsors spent \$6,665 and Return on Investment of \$5.48 returned to the local economy for every dollar spent.

There were positive comments about the quality of our downtown restaurants and hotels. They enjoyed the architecture, public art and Hoof Prints horse statues.

Areas of improvement were hotel fire alarm issues, no retail shopping or shuttles downtown, and panhandlers.

ITEM 6: Major projects update. Dan Quandt gave an update of things involving the CVC.

Administration – Our logo licensing is set, with the terms of a cost of \$200 or 6.5% of gross sales. He shared a picture of what our Civic Center hallway could look like after expansion. Zip code data from incoming air travelers from Denver, Phoenix, and Austin for the period of October 2017 to September 2018 has been received. Bruce Tarletsky will process the raw data into a report which Dan will share. Dan encouraged the board to have more discussion on issues, and to attend Panhandle Days and the TTIA Unity Dinner.

Advertising/Communications. Dan shared examples of our revamped website, which should launch ahead of schedule. Utrip is live, but not online yet, we are working on the connecting icon. He demonstrated how the interest sliders work and the changes it creates to the page. Site Improve will monitor our website for errors such as broken lines, spelling, and compliance. He also shared the digital ads done through AJR Media.

Group Sales – Dan distributed the LEADers flier. He, Ashley and Hollie and Kashion are meeting with the President's Cabinets of AC and WT, and the superintendent of Canyon ISD. They will also meet with the Coalition of Health Services which represents 13 regional hospitals.

Servicing – Dan reported that we have gotten zip code and hotel data from over 300 booths at the Farm & Ranch Show. The impact of this show, WRCA, and the other ag events show the importance of expanding our civic center complex.

Tourism/Arts – Dan reported that the next Yellow City Certified is scheduled for spring 2019 and is a great way to learn about 8-10 attractions in one day. Kashion Smith attended NTA in Milwaukee and will be attending ABA next month. We are finalizing the 2019 visitor guide and will soon go to print.

The Golden Nail Awards will have a different venue this year, and will vary each year. There is discussion about changing the Amarillo welcome signs to welcoming art pieces.

Staff Adjustments – Dan reported that Tina Brohlin has resigned from the CVC. Kashion Smith has been promoted to Deputy Director of the CVC.

Dan added that he will be sharing an economic study that was done a few years ago under Carol Keaton Rylander at the legislative session next week on money that is lost by an early school-start date. There are more issues at stake than just tourism, TTIA is fighting it as an economic issue. Supporters of a later start date are John Smithee and Four Price. Kel Seliger feels the decision should be left to the school districts.

ITEM 7: Presentation and discussion of Operations and Finance

HOT – Dan Quandt reported that the latest information received from the city was not entirely accurate, he will verify that information.

Monthly Financials – He reported that financials are not yet available pending the audit.

ITEM 8: Presentation and discussion of Committee Meetings

Arts Committee – Angel Knapp Eggers reported that the Beautification Committee is working on the logistics of the next project. They are working on Phase I of their master plan for steps to take and a timeline for moving forward. They are also researching grant opportunities. An RFP will be going out for the next mural project. Kashion Smith has purchased more cable for hanging artwork at the airport, photos of the airport art will be posted on Facebook.

Communications Committee – Sharon Gongora reported that at their November meeting Hope Stokes presented ads through AJR Media, including Ski Amarillo which runs from November 15<sup>th</sup> to mid February. Another topic discussed was Making Memories with the Alzheimer’s Association. An RFP for a Making Memories video will go out soon. Other topics discussed were geofencing and retargeting, HOT collection from short-term rentals, and the Utrip link. They also reviewed research from Google, ADARA, and Booking.com, and discussed airport zip code data.

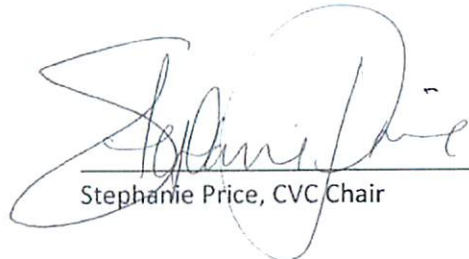
Convention & Tourism Committee – Dr. Pan reported that those same topics were discussed at their November meeting.

ITEM 9: Discussion on future meeting dates and possible agenda items. Due to the Christmas holiday, the December meeting is cancelled. Due to staff travel, the January meeting date will be rescheduled for the 16<sup>th</sup>.

ITEM 10: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Stephanie Price, CVC Chair