

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27<sup>th</sup> day of February 2019, 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	4	4
Dr. Aaron Pan	Y	4	4
Sharon Gongora	Y	4	4
Angela Knapp-Eggers	Y	4	4
Tony Freeman	Y	4	4
Sherman Bass	Y	4	3
Paul Borchardt	Y	4	4
Coco Duckworth	Y	4	4
Beth Duke	Y	4	3
Kevin Hawkins	N	4	2
Elaine Hays	Y	4	4
Bobby Lee	Y	4	4
Matt Morgan	N	2	1
Vic Ragha	Y	4	4
Jody Reynolds	Y	4	3
Mark Shaffer	Y	4	3
Phil Woodall	Y	4	4

Guests present were Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark, Amarillo Globe News, and CVC staff Tessa Davis, Braley Hand, Hollie Hawkins, Ashley Gutierrez

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

ITEM 2: Public Forum. None.

ITEM 3: General announcements from the Board of Directors

Dr. Pan reminded everyone of the extended hours during Spring Break at DHDC, and registration is open for their summer camps.

Jody Reynolds congratulated everyone who was recognized at the AAF Addy Awards.

Dan Quandt reported that the CVC hosted a media luncheon, Share the Love, which he hopes will become an annual event. It provided an opportunity to introduce Hope Stokes as their main CVC contact. He gave them reporter notepads at the luncheon, except for Douglas Clark, who received his today.

He added that yesterday everyone should have received an invitation to the ground breaking for the Barfield on March 6<sup>th</sup>.

Elaine Hays gave an update on the Civic Center Executive Committee. Representatives from tourism, travel and hotels were intentionally omitted in order to keep the committee neutral. The committee met with two consultants, Populous, who worked on our ball park, and Decker, Perich & Sabatini, who specialize in the design of event centers.

They also had presenters from current users of the complex, such as the Bulls, AISD, CISD, and AC. Information will be compiled, and financial data will be reviewed for their next meeting in a few weeks.

Paul Borchardt reported that Wonderland will open the first weekend in April. He will also be announcing a major expansion soon.

Stephanie Price reminded everyone of PPHM's Crafts & Drafts on March 1<sup>st</sup>, their gala event, Unveiled: Rococo will be April 13<sup>th</sup>.

ITEM 4: Minutes. Motion was made by Tony Freeman, seconded by Vic Rhaga and unanimously carried to approve the minutes of January 16, 2019, with the amendment to correct the spelling of Angela Knapp Eggers name in the Arts Committee report in the November minutes.

ITEM 5: Staff activity report. Dan Quandt announced that this has been part of the C&T meetings, but it is more important for the Board to be informed of CVC staff activity.

#### Advertising

ADARA - Hope Stokes explained that ADARA allows tracking through pixels embedded in our ads. The pixels allow us to track impressions, uniques, flight and hotel searches and bookings, and visits to our website. Tracking is through the rewards program and does not include Southwest Airlines.

TripAdvisor – Hope presented their reporting for January, though the numbers are not entirely accurate since there was a lapse in the time our ads were run.

What's new and exciting in the marketing department?

Hope announced that our new website launched on January 8<sup>th</sup>, four months ahead of schedule.

Threshold 360 took videos at 100 of our local attractions, which have had over 4,400 views, 948,590 Google views, and have an Earned Media Value of \$19,301.

Utrip – this itinerary building tool is nested into our website. She asked the board members, as local experts, to submit their favorite things to do in Amarillo. Information gathered will be presented at the next meeting. This may also include collaboration with #HelloAmarillo.

The High Impact Ad Units are interactive ads that have movement. A single ad had 1,450,970 impressions.

Upcoming Projects – Things that she is continuing to work on are the style guide to ensure consistency in our branding, and the RFP for the creation of the video with the Alzheimer's Association.

#### Newsletters

Braley Hand reported that AMarillo had a click-thru rate of 10.1% (an average click-through rate is 4.6%) and a view rate of 18.2% for January, and we received 43 new sign-ups through our website.

Front Desk Friday has a view rate of 32.21%.

The website event page had 1,1287 views last month, with 69 events listed.

#### Group Sales

Meet your Sales Team – Ashley Gutierrez explained the markets for herself and Hollie Hawkins. She gave a recap of trade shows and bid presentations from last month. As a result, Ashley won the 2020 bid for the National Pigeon Association. Hollie has received 3 RFP's from appointments at Southwest Showcase and won the bid for 2020 West Texas Pharmacy Association.

Coming up in March, Hollie will attend Rendezvous South. Ashley will be hosting a site visit for International Boxing Federation and hosting a lunch with CMCA and Focus on the Family. She and Dan will be attending a sports sales mission and the CVC staff will have Simpleview database training.

Year-to-date contracted rooms was 8540, leads issued was 35.

#### Servicing

Stephanie Andrews gave a recap of training she received at the ESPA conference. She also gave an update on conferences being held here in March and April.

Sport Travel is our new housing company. The WRCA Board approved using their services again next year, we will also be using their services for STTTA in April.

She added that expansion of our Civic Center Complex is vital to the future of US Custom Harvesters, Farm & Ranch, WRCA and many other big events continuing to be held here.

#### Tourism

Kashion Smith reported that the STAR reports are generated monthly by Smith Travel Research, reporting on about 75% of our hotels. Hotel inventory is up to almost 7000 rooms now. January occupancy rate was at 52%, which is an increase of 6.8%. Our ADR was \$72.81, up by 2%. RevPAR was \$37.86, up 8.9%. She explained that the revenue per available room shows the balance between the occupancy rate and ADR.

Tour bus numbers for the fiscal year is 18.

Distribution for January was 426 visitor guides and 200 visitor map pads.

Things that she and Braley Hand are working on are hosting travel writers, hosting the Allied T-Pro partner visit, airport destination training, working on new itineraries, and following up from ABA.

Inquiries received for Amarillo in January were 184 through our website, 520 through travel magazines.

There were 9 film inquiries this fiscal year.

#### ITEM 6: Legislative Update

Dan Quandt shared pictures from Panhandle Days, Unity Dinner, Converge on the Capitol and gave an update on bills that we are monitoring.

HB 1136 is the Tourism Public Improvement District bill for the state, has been written generically so it can be used by several Texas cities. It has been assigned to Urban Affairs for a hearing. The House has approved, but the Senate has not yet.

HB 233 would push the school start date to after Labor Day. SB 673 is the Senate version.

HB 1214 would ensure that 94% of sales tax collected on sporting goods goes toward funding state parks and 6% goes to the Texas Historical Commission.

HB 1 is a budget bill to restore full funding for state tourism, whose budget has been cut by half. Dan and Councilmember Elaine Hays will meet with Rep. John Smithee's Chief of Staff regarding PDCSP.

ITEM 7: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reminded everyone that the report is a net amount. There is a variance between amounts on the HOT report from the city and what is received from research. He and Kashion Smith will check into that variance.

Financials – Dan reported that the amounts are running normally. We have signed our first partner using our logo licensing.

ITEM 8: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the Beautification and Public Art Board voted to do a series of murals at one time. They are working on RFP's for artists. Kashion Smith will be sending out a survey to validate how arts groups spend their grant money. The Interim Director of the symphony attended the February meeting. Beth Duke shared the guidelines for use of the CAD designation in promotional materials, and Cowgirls and Cowboys in the West will be hosting breakfast on Saturday mornings and dinner on Wednesday evenings at Dove's Rest.

Communications Committee – Sharon Gongora reported that everything discussed at their meeting was covered in the Advertising report.

Convention & Tourism Committee – Stephanie Price reported that the guest speaker was Sonja Gross, Public Information Officer for TxDOT. The guest speaker at the March meeting will be Chip Orton, Director of Emergency Management to discuss the safety of hotel guests during severe weather. They also heard an update on the house bills in legislation.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting date will be March 27, 2019.

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

Respectfully submitted,

  
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Mary Ramirez, Executive Assistant

  
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Stephanie Price, CVC Chair