

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27<sup>th</sup> day of March 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	5	5
Dr. Aaron Pan	Y	5	5
Sharon Gongora	Y	5	5
Angela Knapp-Eggers	Y	5	5
Tony Freeman	Y	5	5
Sherman Bass	Y	5	4
Paul Borchardt	Y	5	5
Coco Duckworth	N	5	4
Beth Duke	N	5	3
Kevin Hawkins	N	5	2
Elaine Hays	Y	5	5
Bobby Lee	N	5	4
Matt Morgan	Y	3	2
Vic Ragha	Y	5	5
Jody Reynolds	Y	5	4
Mark Shaffer	N	5	3
Phil Woodall	N	5	4

Also present were: Howard Smith, City Council Member, Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark, Amarillo Globe News, and CVC staff Tessa Davis, Braley Hand, Hollie Hawkins, Ashley Gutierrez, Abigail Bowles

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

ITEM 2: Public Forum

Hope Stokes introduced Abigail Bowles, Intern for the CVC.

ITEM 3: General announcements from the Board of Directors

Dr. Pan distributed brochures for summer camps at DHDC. They will have a special event on May 4<sup>th</sup>, May the Fourth Be With You.

Angela Knapp Eggers reported that the Laura Bush Institute for Women's Health is hosting Power of the Purse on April 12<sup>th</sup>. This event has raised \$3.25 million, which goes back into the institute.

Jody Reynolds reported that Martha's Home will have their Second Chance Prom on April 13<sup>th</sup>.

Stephanie Price reported that PPHM will have Unveiled: Rococo on April 13<sup>th</sup>. They will also be hosting downtown walking tours on April 6<sup>th</sup> and May 18<sup>th</sup>.

**Paul Borchardt announced that Wonderland will open their season one week from Saturday – weather permitting.**

**ITEM 4: Minutes. Motion was made by Jody Reynolds, seconded by Angela Knapp Eggers and unanimously carried to approve the minutes of February 27, 2019.**

**ITEM 5: Presentation and discussion of Committee Meetings**

**Arts Committee – Angela Knapp Eggers reminded everyone that the Golden Nail Awards Gala is April 25<sup>th</sup> at the Derrick Event Center. Kashion Smith added that the nomination process was different this year, with tighter adherence to the guidelines. There were almost 400 nominations received last year, 64 have been received so far this year.**

**Other items discussed at their March meeting were the announcement of the new Marketing Director for TEXAS, Matt McComas. ALT's Academy's current production is HONKI, and they are also the designated cause from Palace Coffee. The Amarillo Opera's gala is April 6<sup>th</sup>. Angela distributed information from the Texas Cultural Trust 2019 State of the Arts Report.**

**Communications Committee – Sharon Gongora reported that their committee went over reports and data points from Meltwater on WRCA, and from AJR Media Group on the Ski Amarillo campaign. They also discussed the RFP for the making of the video with the Alzheimer's Association which has gone out, and they received an update on the media luncheon on February 14<sup>th</sup>. They also went over research from Utrip, ADARA, TripAdvisor, and Google Analytics.**

**Convention & Tourism Committee – Dr. Pan reported that they received updates on Center City's Hoof Prints, the 4<sup>th</sup> of July celebration, and the downtown walking tours. The guest speaker was Chip Orton, Director of Emergency Management in the Amarillo Area Office of Emergency Management. Everyone was encouraged to download the Ping4alerts app to receive weather alerts.**

**ITEM 6: Staff activity report**

**Administration – Dan Quandt gave an update on events that the CVC staff has been involved in such as the announcement of the Kody Hodge Foundation One-Act Play Festival, which is an acting version of GSWMF. The groundbreaking at The Barfield, with 119 rooms, expected to open late 2019 or early 2020.**

**He shared the video taken of city leaders thanking AQHA for making Amarillo their home. This video was introduced by Mayor Nelson at the AQHA Hall of Fame Banquet which we hosted in Ft. Worth.**

**Dan also gave a legislative update. The bill for the TPID hearing was two weeks ago. It was voted out 6-0, is moving forward and is being introduced by Sen. June Nelson as a generic bill. The school-start-date bill was allowed to be heard by the Public Education Committee. The two bills regarding short-term rentals have been referred to the Ways and Means Committee. There have been two or three more bills introduced regarding Convention Center Hotels, which have been assigned to a committee, but no action has been taken yet.**

**Advertising – Hope Stokes shared data on ad campaigns by AJR Media Group. The time spent within the High Impact Units is 24 seconds, above the industry standard. Our video completion rate is 100%. As a result of having such a high completion rate, Amarillo will be used as a case study.**

**Google Analytics for October 1, 2018 – February 28, 2019 shows that the number of new users is down slightly. This is due to retargeting those we know are already interested.**

**She added that she has received seven responses to her request for local expert opinions for Utrip.**

**Newsletters – Braley Hand reported that AMarillo had an Average Unique Click Rate of 10.42% and had 20 new subscribers for February.**

**Front-Desk Fridays had a viewed rate of 31.7%, and a confirmed open rate of 34.8%.**

**The Events page of our website has 94 events listed and has received 1,289 views.**

**Group Sales – Hollie Hawkins reported that since the last meeting Dan Quandt and Ashley Gutierrez secured the Kody Hodge One-Act Play Festival. They also traveled to Colorado Springs for the CMCA Conference.**

**Hollie attended Rendezvous South, where we were the breakfast sponsor. She also represented the LEADers campaign at the Chamber's Mega Market.**

**Things coming up are a LEADers presentation for the Hispanic Chamber of Commerce, Ashley will be attending CMCA in Greenville, Hollie will sponsor a Learn @Lunch & Social in Dallas at TSAE.**

**Dan distributed a sample of the bid books used when making sales presentations.**

**Sales production from October 2018 shows a total number of contracted room nights of 8540.**

**Hollie announced that we will be hosting the TTIA Texas Travel Summit in September 2020. It is the largest annual gathering of travel professionals and brings an estimated economic impact of \$406,665.**

**Tony Freeman requested information on the economic impact of lost business, and conferences that we are not able to bid on due to inadequate space. Hollie added that there have been 58 events booked since October 2017 due to the proximity of the Embassy Suites to the Civic Center.**

**Servicing – Stephanie Andrews reported that we held our first Robotics Competition, with an estimated economic impact of \$398,373. This was a result of the LEADers campaign and will be here for three more years.**

**Stephanie gave an update on upcoming events. One of which is the West TX County Judges and Commissioners Association, who were last here in 1976. They are another result of the LEADers campaign and will be the first event held in Hodgetown.**

**Tourism – Kashion Smith reported that the Smith Travel Research data for February 2019 shows an occupancy rate of 54.4%, an ADR of \$72.48, and RevPAR of \$39.40.**

**There were 300 visitor guides and 200 visitor maps distributed, with a year-to-date total of 1,646 for visitor guides and 1,400 for maps.**

**Upcoming events in Tourism are visits from several travel writers, National Tourism Week, on-site Simpleview training for the CVC staff, the Golden Nail Awards Gala, and preparation for the Travel Expo.**

**Inquiries for Amarillo information in February was 214 through our website and 172 from travel magazines. Film inquiries are still at nine.**

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

**Hotel Occupancy Tax Collections – Dan Quandt reported that the amount is tracking normally.**

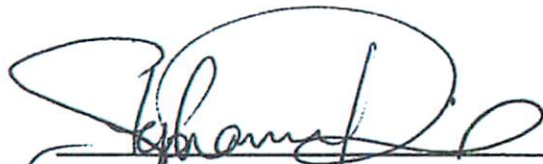
**Monthly Financials – we are still in the processing of checking for miscodings.**

**ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting date will be April 24, 2019.**

**ITEM 9: 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