

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24th day of April 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	6	6
Dr. Aaron Pan	Y	6	6
Sharon Gongora	Y	6	6
Angela Knapp-Eggers	Y	6	6
Tony Freeman	Y	6	6
Sherman Bass	Y	6	5
Paul Borchardt	N	6	5
Coco Duckworth	Y	6	5
Beth Duke	Y	6	4
Kevin Hawkins	Y	6	3
Elaine Hays	N	6	5
Bobby Lee	Y	6	5
Matt Morgan	N	4	2
Vic Ragha	N	6	5
Jody Reynolds	Y	6	5
Mark Shaffer	Y	6	4
Phil Woodall	Y	6	5

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

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

ITEM 2: Public Forum. There were no comments from guests.

ITEM 3: General announcements from the Board of Directors.

Beth Duke reported that this will be the 25th year of High Noon on the Square.

Phil Woodall reminded everyone of baseball, football and soccer games this weekend.

Dr. Pan reported that DHDC will have May the 4th Be With You on May 4th at DHDC. Registration is open for summer camps.

Stephanie Price reported that PPHM will have a Native Lifeways of the Plains discussion on May 9th, the Cowboy & Culture Walking Tour on May 18th, and the Teddy Roosevelt Shotgun Premier on May 28th.

Kashion Smith reported that National Tourism Week Museum Day will be May 11th, Tourism Expo on May 10th, and presentations to the City Council and the County Commissioners that week.

ITEM 4: Minutes. Motion was made by Dr. Pan, seconded by Phil Woodall and unanimously carried to approve the minutes of March 27, 2019.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the Beautification & Public Arts Committee has finalized the landscaping requirement guidelines for the master plan. AAI will be hosting All Things Artful on April 26th. Momma Mia will open soon at ALT, and their gala is this weekend. The Cerulean Gallery will host the Golden Nail Awards Gala at the Derrick Event Center. Esquire Jazz Club is allowing the arts organizations to use the club at no charge. Angela added that nationwide, arts brings in more economic impact than most other industries.

Communications Committee – Sharon Gongora gave an update of items discussed at their meeting, such as the Alzheimer’s Association partnership, reports and research from Utrip, ADARA, AJR, Multiview, and Google Analytics.

Convention & Tourism Committee – Dr. Pan reported that their guest speaker was Andrew Freeman, Director of Planning & Services Development for the City of Amarillo gave a presentation on downtown parking adjustments. They also received a legislative update.

ITEM 6: Staff Activity Report

Administration

Dan Quandt reported that Stephanie Andrews and Mary Ramirez are out helping with the West TX County Judges and Commissioners conference, the first event held at Hodgetown. Chamber After Hours is this evening also being held at Hodgetown.

Legislative Update – Dan Quandt reported that the Tourism Public Improvement District bill has passed the House.

The School-Start Date has been voted out of committee and is now in the House.

Advertising

AJR – Hope Stokes went over the Performance Summary for December 2018 through March 2019. The High Impact Display had 3,408,431 impressions and 8,124 unique engagements. The High Impact Video had 1,748,254 impressions and 746,119 unique engagements.

Their Performance by Strategy data showed that the Affinity for Music Lovers was the highest with 237,653 impressions. Tour Texas was the most cost-effective with a Cost per Engagement of \$1.

The Geo-Top Cities or Regions report showed Dallas the highest with 176,259 impressions.

The Performance by Strategy for videos showed the Affinity: Frequently Dines Out with 17,010 completes, 25,364 conversions, making the Cost per Engagement \$0.03.

Geo-Top 20 Cities or Regions showed Barker, TX with 17,151 video completes, and 36,262 conversions.

YOY Google Analytics Comparisons – The data for October 1, 2018 through March 31, 2019 showed the number of new visitors rose to 89.2% up from 87.7% last year. The number of returning visitors was down to 10.8% from 12.3% the previous year.

Threshold 360 maps – Hope Stokes shared a map and 360-degree pictures of local restaurants.

#HelloAmarillo update – Hope shared a picture of the #HelloAmarillo booth at the Sod Poodles game, they have 46 new ambassadors.

Group Sales

Ashley Gutierrez shared pictures of Hollie Hawkins at TSAE, and a picture from the CMCA trade show that she attended.

Bookings year to date – Ashley reported that from October 2018 to today, the total number of contracted room nights for meeting sales and sports sales was 8790, and 39 leads issued ytd.

Upcoming events for the sales team are TSAE Top Golf in Austin on May 15th, Business Connection on May 16th, and the Arrowhead Conference Site Visit to be scheduled.

Ashley announced that we will be hosting a religious conference in July 2020 that will have an estimated economic impact of \$709,648 and utilize over 1000 room nights.

Newsletters

AM Amarillo – Braley Hand reported that for the month of March the AM Amarillo newsletter was sent to 1,152 recipients and was viewed by 26.7%, with an Average Unique Click Rate of 12.14%. There were 16 sign-ups requested through our website.

Front-Desk Fridays - Braley reported that of the 1,152 recipients, the confirmed opened rate was 29.48%.

Events – She reported that the website events page had 1,232 views, with 86 events listed.

Servicing

Conventions and groups held in March and April 2019 – Dan Quandt gave a recap of March conventions such as the Texas Robotics Competition, Panhandle Press Association and the Gold Wing Road Riders Association.

April conventions included the Texas Water Utilities 2019 Panhandle Regional Training, and the Texas Banker's Association Agriculture and Rural Affairs Conference.

Conventions and groups in May and June 2019 – Dan gave an update on events here in June such as the TACVB Marketing Symposium, Greater SW Music Festival, USA Cycling National Championships, YC3 Comiconvention, CBT Productions Summer Dash Barrel Racing, Panhandle Fireman's and Fire Marshal's Convention, Panhandle Reined Cow Horse Association, TSAE Top Golf Open.

More events include Business Connection, Run for the Wall, TAMUS Student Affairs Symposium, Cowboy Fast Draw, Cattle Drive, Coors Cowboy Club Ranch Rodeo, Gold's Gym Weight Lifting & Body Image Competition, and Texas State Trap Shoot.

Tourism

STR year-over-year comparison – Kashion Smith reported that the March 2019 occupancy rate rose 2.9% since March 2018, ADR was up 1.9%, and RevPAR was up 5.1%.

Distribution numbers – visitors guide, maps, boot pins, bandanas, pens – she reported that the March distribution for visitor guides was 450, visitor maps was 200, boot pins, logoed pens, and other items was 40.

Tourism Activity Overview – she reported that she and Braley Hand hosted three travel writers, they are currently planning events for National Tourism Week, as well as the Golden Nail Awards Gala and the TTIA Travel Fair.

Inquiries – inquiries through the CVC were 213, and inquiries through travel magazines were 550 for March 2019.

Film requests – the number of inquiries for FY 2018-19 is now at 12.

ITEM 7: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that the net tax collection continues to rise.

Monthly Financials – He reported that everything is tracking normally.

ITEM 8: Discussion on future meeting dates and possible agenda items. Motion was made by Stephanie Price and passed unanimously to move the May meeting to May 29th.

ITEM 9: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair