

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 26<sup>th</sup> day of June, 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	N	8	7
Dr. Aaron Pan	N	8	7
Sharon Gongora	N	8	7
Angela Knapp-Eggers	Y	8	8
Tony Freeman	Y	8	8
Sherman Bass	Y	8	6
Paul Borchardt	Y	8	7
Coco Duckworth	Y	8	6
Beth Duke	Y	8	6
Kevin Hawkins	Y	8	5
Elaine Hays	Y	8	6
Bobby Lee	Y	8	7
Matt Morgan	Y	6	4
Vic Ragma	Y	8	7
Jody Reynolds	Y	8	7
Mark Shaffer	N	8	4
Phil Woodall	Y	8	7

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Daphne Adkins, TX Travel Information Center, CVC staff Abi Bowles, Tessa Davis, Ashley Gutierrez, Hollie Hawkins, Braley Hand

ITEM 1: Call to order. Tony Freeman 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

Elaine Hays reported that funding for the Texas Tech Vet School has been approved. They received over 2000 responses regarding feedback on Thompson Park Pool. They are gathering data regarding expansion of the Civic Center, looking at projections and economic impact. An Executive Committee is working on it now, then it will be on to the next tier composed of people from the business community.

Beth Duke distributed information about The Mayor's Summit on Homelessness on July 18<sup>th</sup>. She reminded everyone of High Noon on the Square today.

Dan Quandt reminded everyone of the Amarillo Chamber Fireworks Extravaganza on June 29<sup>th</sup>.

ITEM 4: Minutes. Motion was made by Matt Morgan, seconded by Beth Duke and unanimously carried to approve the minutes of May 29, 2019.

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

Arts Committee – Angela Knapp Eggers reported that the deadline for RFPs to the Beautification and Public Art Board has passed. The projects were awarded to Office Wise, Baptist Community Services, EDGE Dance Studio, and The Rocking O.T. Event Center.

The Barrio Project will be working on the 10<sup>th</sup> Street overpass.

Communications Committee – Dan Quandt reported that at their June meeting they discussed the digital campaign starting July 7<sup>th</sup> for the balloon fiesta in Albuquerque retargeting over 50,000 phones.

The performance rate for the leisure campaign is very high. The states along Rt. 66 are the highest on our top 10 states, except Missouri at #11. The state of Virginia is high also, possibly due to Pantex.

He added that the Alzheimer's Association video is done, with an event to launch it to the public.

Convention & Tourism Committee – Dan reported that we are beginning the budget process for 2019-20. The CVC budget is at \$1,964,573. Hotel Occupancy Tax on short-term rentals is estimated to be approximately \$12,000. Our payment to the hotel project will be \$100,000 this year but will be \$750,000 next year.

#### ITEM 6: Staff reports

Big deals since last time-

TPID – Dan Quandt announced that Tourism Public Improvement Districts are now state law. It has been signed by the Governor and would take effect immediately due to the overwhelming margins in the House and Senate.

The next step will be a petition to present to City Council with signatures from 60% of the properties and 60% of the assessed value.

Then work on bylaws and proposed budget will begin. The implementation target date is October 1, 2019.

He shared a photo of the Cattle Drive Photo Contest winner, Meghan Holland receiving her check for \$500 from the Coors Cowboy Club. Her photo will also be displayed in the lobby of the Embassy Suites.

In Depth – Group Sales

Why - Ashley Gutierrez and Hollie Hawkins explained why its important to bring conferences and events to Amarillo. We are funded by Hotel Occupancy Tax which requires heads in beds.

They defined each of their markets. Ashley' market is Sports and SMERF, Hollie's is Agriculture, Corporate, Government, Agriculture based, and Rodeo/Equestrian.

Who & How – They described some of the tools use to gain prospects and clients through attending trade shows and membership and/or sponsorships in various organizations. Lead sources come from the local LEADers Program, Integrated Marketing Media, and Cvent. Leads are also obtained from researching associations, receiving referrals, and sometimes walk ins.

When & Where – The sales team is boots on the ground covering the entire country. Conferences and events are already operating in the future with bookings out as far as 2023.

What – They went over the process of selling, starting with receiving the opportunity to bid, building the bid to present to the client's board, and then creating the contract. They shared the video that will be presented to prospective clients.

In depth – Tourism

Kashion Smith, Director of Tourism, introduced Chuck, the character that will be used in our new Amarillo coloring books.

She described the Departments of Tourism. Leisure is family vacation travel, Group Tour Planning and Servicing includes developing group itineraries and welcome bags. Destination Awareness and Development is the purpose of Yellow City Certified and the airport kiosk. Information Distribution is the delivery of our promotional literature and boot pins. Travel Writers entails creating itineraries and, in some cases, accompanying them to local attractions.

Arts – She is the staff liaison to the Arts Committee and manages the process for the Marketing Grants for the arts entities. She also manages the process of selection and installation of the Airport Art and the annual Golden Nail Awards Gala.

Film - Kashion also handles the Film, which includes inquiries for locales for potential shoots. In the Works includes a new directory, local service relations and updating the website.

She further explained the process in working with familiarization visits, travel writers, or film inquiries. The first being establishing their interest, timeline and needs, followed by the creation of an itinerary. She shared examples of itineraries based on different criteria.

ITEM 7: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that the ADR is slowly going up. New inventory has been absorbed well, at the end of the second quarter, the convention hotel showed 91% occupancy. Several properties are undergoing renovations to keep up. The Barfield had their inspection with only minor changes made. They are expected to open in February and are already booking rooms.

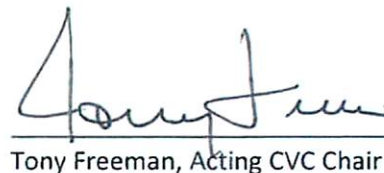
Monthly Financials – Dan reported that overall the budget looks fine.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting is scheduled for July 24<sup>th</sup> but may possibly be rescheduled for the 31<sup>st</sup>.

ITEM 9: Adjourn. There being no further business, Tony Freeman adjourned the meeting.

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Tony Freeman, Acting CVC Chair