

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24<sup>th</sup> day of January, 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	3	2
Dr. Aaron Pan	Y	3	3
Sharon Gongora	Y	3	2
Angela Knapp-Eggers	Y	3	3
Tony Freeman	Y	3	3
Daphne Adkins	N (excused)	3	2
Sherman Bass	Y	3	2
Paul Borchart	N (excused)	3	1
Coco Duckworth	Y	1	1
Beth Duke	Y	3	3
Elaine Hays	Y	3	3
Bobby Lee	Y	3	3
Donna Paralicci	N (excused)	3	0
Jody Reynolds	Y	1	1
Mark Shaffer	Y	3	2
Randy Sharp	Y	3	2
Phil Woodall	Y	3	2

Also present were: Leslie Schmidt, Sr. Assistant City Attorney, and Howard Smith, City Councilmember

ITEM 1: Call to order. Stephanie Price established a quorum, and called the meeting to order. She then welcomed new board members, Coco Duckworth and Jody Reynolds, and asked everyone to introduce themselves.

ITEM 2: Minutes. Motion was made by Angela Knapp Eggers, seconded by Beth Duke, and unanimously carried to approve the minutes of December 20, 2017.

ITEM 3: Update on Short-term rentals. Dan Quandt reminded everyone that the board previously voted to urge city council to collect tax on short-term rentals. It was agreed that collection of HOT would not be retroactive since the violations were not intentional.

He presented a map with the locations of short-term rental properties in Amarillo. Currently there are 85-87 active, though current zoning laws do not allow short-term rental properties.

He also shared data from AirDNA, comparing statistics on occupancy rate, booking lead time, and ADR between short-term rentals and hotels. Their numbers are very similar in all areas.

Issues that will be considered when drafting the ordinance are: zoning laws, property rights, safety and consumer concerns. There was much discussion on the procedures for collection.

**ITEM 4: Meeting Micro-site.** In the interest of time, and since Tina Brohlin, Ashley Gutierrez, and Hollie Hawkins were at SW Showcase, it was decided to discuss this at the February meeting.

**ITEM 5: Smith Travel Research calendar year update.** Dan Quandt distributed the Calendar Year 2017 Comparisons – Year to Date, compiled by Smith Travel Research. This report compares hotel data for Amarillo to 16 other cities.

**ITEM 6: Presentation and Discussion of Operations and Finance.**

**Hotel Occupancy Tax Collections –** Dan Quandt reported that December tax collection was up 6.4%. He reminded everyone that our portion of the downtown project increases in next year's budget.

**Monthly Financials –** Dan Quandt reported that the city has not finished with readjustments.

**ITEM 7: Presentation and Discussion of Committee Meetings**

**Arts Committee –** Angela Knapp Eggers reported that the committee did not have a January meeting, but they have been busy with plans for the Golden Nail Awards.

**Communications Committee –** Sharon Gongora reported that Eric Miller is currently attending the CA Media Mission, Texas Highways February issue will have an 8-page feature on Amarillo, and the CVC's newest ad campaign is Amarillo Off Road.

The 2018 Texas State Map features Caprock Canyons, and the TSTG features PDCSP. They also reviewed regular monthly reports from Google Analytics, and ADARA.

**Convention & Tourism Committee –** Dr. Pan reported that at their last meeting, they discussed Google Reports, upcoming events in Amarillo, and trade show travel.

**ITEM 8: Discussion on future meeting dates and possible agenda items.** The next meeting will be on February 28, 2018.

**ITEM 9: Public Forum**

Beth Duke reported that she is working with the CVC on a bid for a future conference for TX Mainstreet 2018 Professional Development. Center City is working on the new downtown dining guide, sponsored by Embassy Suites. Center City will co-sponsor the Chase Tower Run on February 24<sup>th</sup>.

Dr. Pan reported that DHDC will have Beerology on February 2<sup>nd</sup>, the Wild Music Exhibit will open February 3<sup>rd</sup>, and the time capsule will be opened in September.

Stephanie Price reported that PPHM's Pop Culture exhibit will open to the public on February 3<sup>rd</sup>, and is made up of four exhibits.

Angela Knapp Eggers reported that the Laura W. Bush Institute for Women's Health/Texas Tech University Health Sciences Center will have Day of the Woman on February 8<sup>th</sup>.

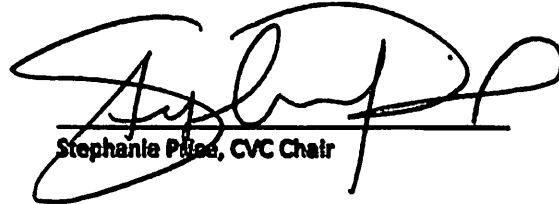
Phil Woodall reported that the Panhandle Sports Hall of Fame Inductee Ceremony is February 11<sup>th</sup>, the PSHoF museum is located in the Kid's Inc. office.

Howard Smith reminded everyone of the groundbreaking ceremony for the MPEV on February 1<sup>st</sup>.

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

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Stephanie Price, CVC Chair