

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28th day of February 2018, 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	3
Dr. Aaron Pan	Y	4	4
Sharon Gongora	Y	4	3
Angela Knapp-Eggers	Y	4	4
Tony Freeman	Y	4	4
Daphne Adkins	N	4	2
Sherman Bass	Y	4	3
Paul Borchardt	Y	4	2
Coco Duckworth	Y	2	2
Beth Duke	Y	4	4
Elaine Hays	Y	4	4
Bobby Lee	Y	4	4
Donna Paralicci	N	4	0
Jody Reynolds	Y	2	2
Mark Shaffer	N	4	2
Randy Sharp	N	4	2
Phil Woodall	Y	4	3

Also present were: Leslie Schmidt, Sr. Assistant City Attorney, Howard Smith, City Councilmember, and Douglas Clark with Amarillo Globe News

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

ITEM 2: Minutes. Motion was made by Beth Duke, seconded by Phil Woodall, and unanimously carried to approve the minutes of the regular meeting on January 24, 2018, and the special meeting on February 2, 2018.

ITEM 3: Update on Phoenix promotions. Dan Quandt reported that the city communications office has ads running. There is also a full-page ad in American Way magazine. The first flight to arrive here will be the evening of April 3rd. The first outgoing flight will leave the next morning, and will also include a ribbon cutting at 7:30 AM. The first flight is a 70-passenger plane, and currently has 16 seats open.

We will plan a reception later, and will run a Facebook campaign in July. The Phoenix CVB is having a sweepstakes for a stay in a Phoenix resort.

He added that we will also be looking at data from the airport to get demographic information on who is flying here from Phoenix so we will know how to better market our airport.

ITEM 4: Presentation on how can hotel occupancy tax be spent? Dan Quandt distributed the Rededicating Ourselves to the HOT Tax, that he wrote eight years ago. He explained the two criteria and six categories that must be met to qualify for those funds.

He further explained the breakdown of the hotel tax. Our hotel tax rate is 15%. Of that percentage, 6% goes to the state, 2% to the Event Venue District, and the remainder is split 50/50 between the Civic Center Complex and the CVC.

Dan commented that Eric Miller's relationships with travel writers and influencers is invaluable. Eric announced that Amarillo will host the SATW conference in late May.

Dan added that Tina Brohlin and Ashley Gutierrez are in Austin for the Sales Symposium & Blitz, and Hollie Hawkins is in Florida for Rendezvous South.

ITEM 5: Update on TTIA Unity Dinner. Dan Quandt reminded everyone that the Unity Dinner is March 21st in Austin. The CVC has two tables, with seats still available. He encouraged those who could, to attend. We are also the program sponsors for the dinner. Hope Stokes created our ad, which is a connect-the-dots in the shape of our Amarillo boots logo.

Dan added that the TTIA Unity Dinner is every spring. Their fall event is the TTIA Travel Summit. We are currently working on a RFP for the 2020 conference.

ITEM 6: Presentation on digital co-op advertising opportunity. Dan Quandt distributed the Amarillo Display Ad Co-op Summary. Due to budget cuts, co-ops are a good advertising strategy. These will be digital web, banner, and display ads done through Madden Media. The minimum cost is \$1500, and requires five advertising partners for the campaign to run.

ITEM 7: MPEV update. Dan Quandt distributed the MPEV – February 2018 update. Elaine Hays added that the team naming will engage the community with a naming contest in April. The decision will be made in May. Excavation is scheduled to start in the next week, each phase of the construction will be bid out.

Dan added that city council will have MPEV update meetings weekly. He will share those updates with the CVC.

ITEM 8: Open meetings training reminder. Stephanie Price reminded everyone that each board member is required to complete the training. For those who have not already done so, the City's Legal Department will conduct two trainings today, one at 10:00 a.m. and another at 2:00 p.m. The training can also be done online.

ITEM 9: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that January collections is up 7.4% from last January. Collections are up 4.8% for the year, which is where we need to be.

Monthly Financials – Dan Quandt reported that there are still only a few line items being corrected, but everything else is in line.

ITEM 10: Presentation and Discussion of Committee Meetings.

Arts Committee – Angela Knapp Eggers reported that the jury has met and chosen the winners of the Golden Nail Awards. The invitations will go out soon. Sherman Bass gave the committee a site visit of the venue.

She added that the Panhandle Art Center will remain in its current location at Sunset Galleries. She encouraged everyone to send their event information to Chip Chandler at Panhandle PBS.

Communications Committee – Sharon Gongora reviewed items discussed at their meeting, such as: Eric Miller’s CA Media Mission trip to Los Angeles and San Francisco. Dan Quandt recently attended the McAllen Winter Texan Expo. They also discussed the digital co-op ads, some beta testing for the Phoenix promotions, Google and ADARA reports, and ads for Amarillo Off Road and the Rt. 66 Festival.

Convention & Tourism Committee – Dr. Pan reported that they discussed reports from Convention Services on upcoming conferences, and housing for WRCA attendees. They went over the Sales Reports, got an update on the Southwest Showcase in Austin, and visits with meeting planners. There were also updates from ABA, and NTA, and the new information wall at the airport.

Dan Quandt added that he and Tina Brohlin delivered the bid for AQHA’s Adequan. He and Tina Brohlin will attend the AQHA banquet on Sunday, in Jacksonville, FL.

Stephanie Price was asked to explain how board members can be involved with committees. She explained that C&T is open to representatives from all hotels and attractions, and the Communications Committee is by invitation. The Arts Committee is a select group, with a three-year rotation. The meetings are attended by representatives from the arts entities, but they do not serve on the Committee.

ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be March 28, 2018.

ITEM 12: Public Forum

Angela Knapp Eggers reported that the Laura Bush Institute for Women’s Health will have their annual Power of the Purse luncheon, with Laura Bush as keynote speaker. The funds will help purchase a new machine to treat mental disorders. This new technology will bring more patients and their families to Amarillo, which will have an impact on the HOT.

Dr. Pan reported that DHDC has spring break events, partnering with the zoo, and Coffee Memorial Blood Center. They will also observe Pi Day on March 14, as well as being Einstein’s birthday. Registration for summer camps is now open to members, and will open to non-members soon.

Stephanie Price reported that PPHM will have their Crafts & Drafts on March 2nd. The museum will be open the Monday of spring break, the first 50 people will receive a gift. Dr. Travis Langley will speak about Psychology of Superheroes on March 29th.

Jody Reynolds, and the CVC Board, congratulated Beth Duke on receiving awards from AAF, and BBB.

Beth Duke reported that, with the help of Hollie Hawkins, Amarillo will host the Texas Mainstreet Manager's Summer Training.


Paul Borchardt reported that Wonderland will open their season on March 24th, weather permitting.

ITEM 13: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair