

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28th day of March 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 | 5 | 4 |
| Dr. Aaron Pan | Y | 5 | 5 |
| Sharon Gongora | Y | 5 | 4 |
| Angela Knapp-Eggers | Y | 5 | 5 |
| Tony Freeman | Y | 5 | 5 |
| Daphne Adkins | Y | 5 | 3 |
| Sherman Bass | Y | 5 | 4 |
| Paul Borhardt | Y | 5 | 3 |
| Coco Duckworth | N | 3 | 2 |
| Beth Duke | N | 5 | 4 |
| Elaine Hays | Y | 5 | 5 |
| Bobby Lee | N | 5 | 4 |
| Donna Paralicci | Y | 5 | 1 |
| Jody Reynolds | Y | 3 | 3 |
| Mark Shaffer | Y | 5 | 3 |
| Randy Sharp | N | 5 | 2 |
| Phil Woodall | N | 5 | 3 |

Also present were: Leslie Schmidt, Sr. Assistant City Attorney, Howard Smith, City Councilmember, Jeff Farris with Amarillo Globe News, Virgil Bartlett and Angela Ragland with the Tri-State Fairgrounds.

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

ITEM 2: Minutes. Motion was made by Daphne Adkins, seconded by Mark Shaffer, and unanimously carried to approve the minutes of the February 28, 2018 meeting.

ITEM 3: Update on Texas Travel Industry Association legislative information. Dan Quandt reported that Unity Dinner held last week is a legislative event. The priorities of TTIA have not changed. Their main priority is full funding for the state tourism office, after their funding was cut in half in last year's legislative session.

Their second priority is the school start date. School districts can apply to Districts of Innovation, which would allow them an earlier start date. One hundred school districts, including Amarillo and Canyon, have applied.

Another priority is that the Event Trust Fund stays in place. This is money generated through sales tax from events. He and Sherman Bass continue to meet with the Governor's Office to protect the fund.

He commented that TTIA is very supportive of partners in tourism to keep funding for roads and infrastructure.

He added that we had two tables at the Unity Dinner. Though it was not a legislative year, we had representatives from Four Price and John Smithee's offices, as well as the Texas Film Commission, the Deputy Director of the Commission on the Arts, and a visit with Senator Seliger.

ITEM 4: Presentation on the Tri-State Fair and Exposition. Dan Quandt introduced Virgil Bartlett, General Manager of the Tri-State Fairgrounds. Virgil reported that an Economic Impact Study is being conducted for all events in 2018. The study done in 2016 reported an impact of over \$21 million. He added that the fairgrounds is host to four national equestrian events every year, and has events on all but two weekends of the year.

Their Venue Board is making plans for improvements to two of their major parking lots, procuring video screens, and replacing some of the seats with chair-back seating.

Dan added that the fairgrounds gets 2% venue tax, and 5% car rental tax. The 2% tax will end on November 15, 2045 when the bond is paid.

ITEM 5: MPEV update. Dan Quandt reported that the project is three weeks ahead of schedule, the excavation portion is 90% complete. The concrete will be poured next week, walls should go up in May. Bids are currently out for the steel, which should go up in June. The team's first permanent staff person is now in Amarillo, and their naming contest will start in mid-April.

He explained that there will be events occurring in the MPEV year-round, except for 12 dates reserved for use by the city.

ITEM 6: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that February was up 6.9%, and up 5.2% for the fiscal year. At next month's meeting, he will share a 10-12-week study of hotels during Bellweather weeks.

Monthly Financials – Dan reported that line items are being checked, reports are good overall.

ITEM 7: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the Golden Nail invitations have gone out, and reminded everyone that the date will be April 12th, on the stage of the Globe News Center. Nineteen49 Catering had a tasting for some of the committee members, the hors d'oeuvre and dessert choices have been made.

She added that donors to the arts are mostly private individuals. In 2017, \$2 million was donated to the arts, and is almost at \$2.2 this year.

Communications Committee – Sharon Gongora reported that there was not a quorum at their March meeting. There was general discussion of research, and the bellweather report.

Dan Quandt reminded everyone of the ribbon cutting for the first departing flight to Phoenix on April 4th at 7:45 AM. He is working with Bruce Tarletsky on zip code data for travelers coming to Amarillo from Phoenix, Los Angeles, and Denver metropolitan areas, which totals approximately 675 zip codes.

Convention & Tourism Committee – Dr. Pan reported that they discussed events that Convention Services is working on, reports from Convention Sales, travel to consumer and trade shows, and Tourism reported 44 group tour buses this fiscal year.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be April 25, 2018.

ITEM 9: Public Forum

Dr. Pan reported that DHDC will have Eggstravaganza, using over 6000 eggs. They will be closed Easter Sunday.

Eric Miller reported that our local restaurant, El Manantial, has been nominated for best Tex-Mex. The link to vote is included in AMarillo and Front Desk Friday, through the 16th.

Donna Paralicci reported that she is leaving Embassy Suites to move to San Antonio, Jenna Clary is also leaving the Embassy Suites to move to Indiana.

Paul Borchardt reported that Wonderland is open weekends, this is their 67th season.


Tony Freeman asked about an update on short-term rentals. Dan Quandt replied that it has not yet gone before the Planning & Zoning Commission, there is no update at this time.

ITEM 10: Adjourn. There being no further business, Tony Freeman adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair