

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 25th day of April 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	6	5
Dr. Aaron Pan	N	6	5
Sharon Gongora	Y	6	5
Angela Knapp-Eggers	Y	6	6
Tony Freeman	N	6	5
Daphne Adkins	N	6	3
Sherman Bass	Y	6	5
Paul Borchardt	N	6	3
Coco Duckworth	Y	4	3
Beth Duke	Y	6	5
Kevin Hawkins	Y	1	1
Elaine Hays	Y	6	6
Bobby Lee	Y	6	5
Vic Ragma	N	1	0
Jody Reynolds	Y	4	4
Mark Shaffer	N	6	3
Phil Woodall	N	6	3

Also present were: Leslie Schmidt, Sr. Assistant City Attorney, Howard Smith, City Councilmember, Jared Miller, City Manager

ITEM 1: Call to order. Stephanie Price established a quorum, and called the meeting to order. Dan Quandt announced that Donna Paralicci and Randy Sharp have resigned from the board. He welcomed new board members Kevin Hawkins and Vic Ragma (not present).

ITEM 2: Public Forum

Dan Quandt distributed Simpleview reports for Meeting Definites, Meeting Assists, Sports Definite, and Sports Assists Since January 1, 2013.

He explained the difference between a definite booking: an event that we brought to Amarillo, and an assist: an event already coming here that we are giving some type of assistance, such as welcome bags.

Bobby Lee announced that there will be a press conference at Starlight Ranch tomorrow at 1 for the new dog parks.

Gary Molberg announced that the city fireworks will be on June 30th, he will share more details soon. He reminded everyone of Business Connection on May 17th.

Beth Duke reported that Center City received 170 applications from vendors for Community Market. The list was narrowed down to 120 vendors. This is the third season of Community Market, which will run

June 9th to October 6th. Center City's booth at Business Connection will feature all 40 downtown restaurants.

Howard Smith distributed information on the Crouch Foundation. Don Judd is president of the foundation, made possible through Ann Crouch's will, to ensure the future of the Amarillo Art Center. Currently there are 52 artists who pay rent, and 9 who do not. The board has decided that all tenants will pay rent at Sunset Art Galleries.

Stephanie Price reported that PPHM is having their 80's Pop-Up Party on May 18th. The Friends of Southwestern Art will have their annual membership meeting on May 12th, featuring David Lackey.

ITEM 3: Minutes. Motion was made by Angela Knapp Eggers, seconded by Beth Duke, and unanimously carried to accept the minutes of March 28, 2018.

ITEM 4: Presentation concerning National Tourism Week activities in Amarillo. Eric Miller presented details and schedule for NTW, May 6th through 12th, local tourism week is April 23rd through May 13th.

This year's theme is appreciation, and will include visits to Rt. 66, hotels, and the airport to thank them for the work they do. There will be an Expedia Appreciation Reception on May 8th. Other events will include First Thursday Art + Music, and First Friday Art Walk, Museum Day on May 5th, Travel Rally at the TIC on May 11th, and Mother's Day on the Mother Road May 12th and 13th. He reminded everyone that tourism generates \$840 million in direct spending annually, and provides over 8000 jobs.

ITEM 5: Presentation concerning Amarillo's hosting of the Central States Chapter of the Society of American Travel Writers. Eric Miller reported that the dates for SATW are May 29th through June 2nd. We expect about 50 attendees, 30 of which are active members, and is the largest group of travel writers in Amarillo at the same time. The group consists of writers, bloggers, influencers, and photographers.

Part of their itinerary is a Photo Shoot Out on May 29th, where they will be paired with a local photographer as a tour guide. We will get to add some of their photos to our library. The evening will end with dinner at the Big Texan.

ITEM 6: Discussion concerning CVC Phoenix-area promotion. Dan Quandt distributed the one-page information sheet on Amarillo attractions which Mike Conner and Bruce Tarletsky will take to Phoenix for tour operators and travel agencies.

The sales staff has identified 90 meeting and 8 sports organizations with affiliations in Amarillo. Eric Miller is working with VisitPhoenix for coverage from travel writers. We will have a Facebook campaign in July.

Dan added that airline tickets have 30 data points that will help us gain data on who is using our airport. Zip code analysis will be done on 155 zip codes in the Phoenix metro area, and 378 zip codes in the Los Angeles metro area. Our goal is to extend into southern California.

ITEM 7: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that hotel tax collection is up 3.9%. He reminded everyone that our support for the downtown projects increases \$100,000 next year.

Monthly Financials – Dan commented that we are already half-way through this fiscal year. Most of the miscodings have now been corrected.

ITEM 8: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that they have received great feedback from the new Golden Nail event, which had approximately 350 attendees. The committee will meet next week for evaluations and suggestions for 2019.

To promote better coverage of the arts, Jill Nevels-Haun from Amarillo Globe News has been invited to the Arts Committee meeting next week. Each arts group will provide their season brochures and calendars.

Communications Committee – Sharon Gongora reported that they discussed such items as: the Bellweather Report, the Phoenix-Amarillo plan, Let's Go to Town and Buy the Way ads, analytics reports from Google and ADARA.

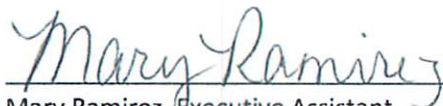
Convention & Tourism Committee – Stephanie Price reported that the CVC staff member highlighted was Stephanie Andrews. Dan Quandt gave an update on the MPEV, reports from ADARA, and ads by Madden Media and TripAdvisor.

Dan Quandt added that the CVC's reports will now be done as PowerPoint presentations from each department.

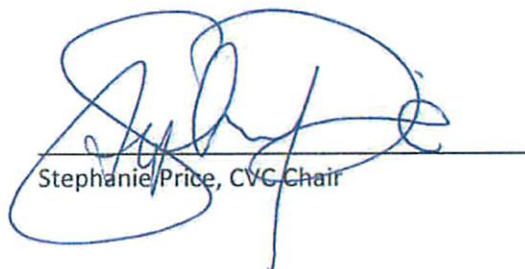
ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be May 23, 2018.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair