

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27th day of June 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	N	8	6
Dr. Aaron Pan	N	8	5
Sharon Gongora	Y	8	7
Angela Knapp-Eggers	Y	8	8
Tony Freeman	N	8	6
Daphne Adkins	Y	8	5
Sherman Bass	Y	8	6
Paul Borchardt	Y	8	5
Coco Duckworth	Y	6	5
Beth Duke	Y	8	7
Elaine Hays	Y	8	2
Kevin Hawkins	Y	3	8
Bobby Lee	Y	8	6
Vic Ragha	Y	3	1
Jody Reynolds	Y	6	6
Mark Shaffer	N	8	3
Phil Woodall	Y	8	5

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

ITEM 1: Call to order. Angela Knapp Eggers established a quorum, and called the meeting to order.

ITEM 2: Public Forum

Daphne Adkins reported that since PDCSP was featured on the cover of the Texas State Travel Guide, their visitor numbers have tripled. They saw 7000 visitors May 1st through 15th.

Gary Molberg reminded everyone of the fireworks, and Rt. 66 Festival on June 30th. It is not held on the 4th of July because it is intended as a tourism event for Amarillo, and does not want to compete with Canyon events held on the 4th.

Beth Duke reminded everyone of Center City's High Noon on the Square today. There will not be a High Noon on the Square next Wednesday, due to the holiday. She distributed the new Downtown Dining Guide, and Hoof Prints brochures.

ITEM 3: Minutes. Motion was made by Coco Duckworth, seconded by Daphne Adkins, and unanimously carried to accept the minutes of May 23, 2018.

ITEM 4: Presentation concerning web stats and redesign. Dan Quandt reported that we are preparing to redesign our website. He explained that the initial redesign was bid out, and was awarded to Simpleview.

He shared the 12 steps of the website process, and our data sources, which are: Google, Quantcast, and Simpleview.

Google analytics provides information such as total sessions, pageviews, session duration, bounce rate, device used, operating system and browser being used, referring sites, and areas of interest.

Quantcast includes demographic information, such as gender, age, with or without children, and household income.

Google adwords provides information for our intended audience by use of keywords.

ITEM 5: 2018-2019 Budget update. Dan Quandt reported that our payment on the downtown projects will not go up the expected \$100,000 next year, but will remain at \$650,000.

He added that the Budget Committee will meet before next month's board meeting.

ITEM 6: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that the amount on the report in the meeting packet has changed. He distributed an updated report that reflects tax collected from The Embassy Suites.

Monthly Financials – He reminded everyone that advertising is paid early in the fiscal year. Unforeseen circumstances may arise that could adversely impact tourism, making budgeting difficult.

ITEM 7: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the Beautification & Public Arts Advisory Board is working on their Master Plan, and has plans in place to improve the gateways into the city. She added that the interchange includes 50 acres of landscaping.

The first mural has been committed at the airport, the RFQ will go out soon. The goal is for it to be complete by September 19th for the first direct flight to Austin. More murals are planned.

Bill Summerhill, from Ascension Academy, spoke at the June Arts Committee Meeting. He shared that the school uses a STEAM-based curriculum, and all students are required to take classes in the arts. Their exposure to the arts has a measurable impact on their test scores.

Communications Committee – Sharon Gongora reported that at their last meeting they were introduced to the new CVC Intern, Eric Estrada. They discussed data from Multiview, the new masthead for AMarillo, and reskinning of the CVC website.

Other topics were the ads placed in eight area newspapers, reports from Google Analytics and ADARA, as well as the check and poster to the winner of the photo shoot out.

Convention & Tourism Committee – Dan Quandt reported that they discussed legislative issues, the cattle drive and rodeo, the installation of signs on Rt. 66, and the SATW conference.

Gary Molberg added that any issues need to be in place by August 1st for discussion at Panhandle Days next year.

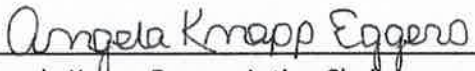
ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be August 22, 2018. One possible agenda item will be talking points about Amarillo.

ITEM 9: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Angela Knapp Eggers, Acting Chair