

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 25th of July 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	9	7
Dr. Aaron Pan	Y	9	6
Sharon Gongora	N	9	7
Angela Knapp-Eggers	Y	9	9
Tony Freeman	N	9	6
Sherman Bass	N	9	6
Paul Borchardt	Y	9	6
Coco Duckworth	Y	7	6
Beth Duke	Y	9	8
Kevin Hawkins	Y	4	3
Elaine Hays	Y	9	9
Bobby Lee	Y	9	7
Vic Ragma	Y	4	2
Jody Reynolds	N	7	6
Mark Shaffer	N	9	3
Phil Woodall	N	9	5

Also present were: Daphne Adkins, Texas Travel Information Center, Howard Smith, City Councilmember, and Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark with Amarillo Globe News, and Brandon McLean with KAMR

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

ITEM 2: Public Forum. Dan Quandt announced that Public Forum is intended for guests, not board members.

ITEM 3: General announcements from the Board of Directors. Dan Quandt explained that TXDoT's Ethics Committee has ruled that it is a conflict of interest for Daphne Adkins to serve on our board. She can attend as an invited guest, and now has a standing invitation to our meetings.

Dan added that he is working with Stanley Marsh IV on getting an interstate sign for Cadillac Ranch. To be eligible for signage, an attraction must have at least 250,000 visitors annually. The CVC staff worked in shifts to count visitors at Cadillac Ranch for the period of Monday through Friday, 9 AM to 5 PM. The count was 6,263 people, which equates to approximately 450,000 annually. This total does not include evenings and weekends.

Gary Molberg reported that the Chamber's membership drive brought in 520 new members, making us larger than the Austin, Dallas, and Fort Worth chambers. He gave a special thanks to Chris Reed and Reed Beverage.

Dr. Pan reported that DHDC's Aviation exhibit is still up. The helium monument time capsule will be opened on September 29th, they are taking ideas for present-day items to be placed inside the capsule for the next opening in 50 years. DHDC will be offering classes on computer coding beginning September 10th.

Stephanie Price reported that PPHM's Pop Culture Exhibit is still up and will include a reception with the Milton Fine Curator of Art with the Andy Warhol Museum on August 9th at the ANB Skyline Room.

They also have an Exploring Space: Yesterday, Today and Tomorrow event and reception on August 28th.

She reminded everyone of Mindfulness at the Museum: Lotus on the Lawn on August 18th.

Beth Duke reported that there are only three High Noon on the Square events left. This Saturday the Community Market will be in the parking lot of the Santa Fe building, and their Create! Party is scheduled for August 17th.

Paul Borchardt announced that Wonderland only has three weeks left for their season.

ITEM 4: Minutes. Motion was made by Beth Duke, seconded by Paul Borchardt, and unanimously carried to accept the minutes of June 27, 2018.

ITEM 5: Talking points for elevator speech. Dan Quandt presented suggestions in reply to comments that there is nothing to do in Amarillo. Suggestions were the weekly AMarillo, Front Desk Friday, and Chip Chandler's Calendar of Events. Another suggestion was to share your own favorite attraction(s).

Elaine Hays initiated a lightening round of elevator speeches from the CVC board and staff.

ITEM 6: Action concerning Route 66 National Designation. Dan Quandt announced that the House has approved the National Historic Trail designation for Route 66. Everyone was encouraged to visit www.savingplaces.org to sign the petition.

Motion was made by Coco Duckworth, seconded by Beth Duke, and unanimously carried that we formally support the designation of Route 66 as a National Historic Trail.

ITEM 7: Downtown parking management. Dan Quandt presented the Downtown Parking Management Report, by Andrew Freeman. Information included the Vision for Downtown, and the History of Downtown Parking Management Implementation.

As downtown becomes a destination, comes the need to manage parking. Garage parking would be cheaper than street parking, and the cost would be higher in the more active areas. It is still in the planning stages and could possibly start later this year or early 2019. Payments would be made by use of parking meters, or kiosk. There is also the possibility of payment using a phone app.

Downtown parking studies were done in 2010 and in 2013 to analyze supply and demand and sufficiency of our parking system. On-street parking should promote short-term, high turnover parking and provide a pedestrian-friendly environment.

ITEM 8: Budget preparation. Dan Quandt described next fiscal year's budget as lean and mean. The projected vs. actual shows 14% less in tax collection, most likely due to Hurricane Harvey's impact on corporate travel. Next month's board meeting will be to finalize the budget.

He added that he has met with our copyright attorney regarding licensing of our logo to become available for select vendors.

ITEM 9: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reminded everyone the difference of gross vs. net. The occupancy rate is still up, but ADR has dropped.

Monthly Financials – Dan reported that spending is where it should be.

ITEM 10: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the mural project is in full swing and will begin with the airport. She distributed the press release seeking proposals from local artists. They are still discussing funding options such as grants under the Cultural Arts District, and the National Endowment for the Arts. Anyone interested in following the progress of the project is welcome to attend the Arts Committee meetings.

Communications Committee – Stephanie Price reported that topics discussed at their meeting were elevator speeches, the direct flight to Austin, discussions with Southwest Airlines, and Phoenix promotions, including the demographics of those traveling to Amarillo.

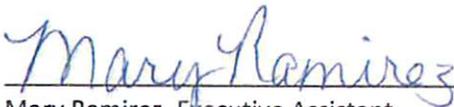
We now have 15 months of research from ADARA, which shows that 44% of the searches for Amarillo have occurred since the start of the direct flight to Phoenix.

Convention & Tourism Committee – Stephanie Price reported that they discussed CVC staff activities and department reports.

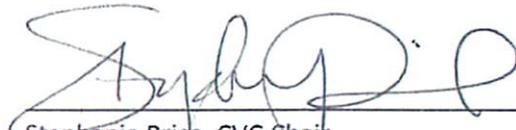
ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be August 22, 2018.

ITEM 12: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair