

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 19<sup>th</sup> day of September 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	11	9
Dr. Aaron Pan	N	11	7
Sharon Gongora	Y	11	9
Angela Knapp-Eggers	Y	11	11
Tony Freeman	Y	11	8
Sherman Bass	Y	11	8
Paul Borchardt	N	11	7
Coco Duckworth	Y	9	8
Beth Duke	Y	11	10
Kevin Hawkins	Y	6	5
Elaine Hays	Y	11	11
Bobby Lee	Y	11	9
Vic Ragha	Y	6	3
Jody Reynolds	Y	9	8
Mark Shaffer	Y	11	5
Phil Woodall	Y	11	7

Also present were Tim Howsare with Amarillo Globe News, Howard Smith, City Council, and Leslie Schmidt, Sr. Assistant City Attorney

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

ITEM 2: Public Forum

Tim Howsare introduced himself as the new Assistant Editor of the Amarillo Globe News.

ITEM 3: General announcements from the Board of Directors

Elaine Hays announced that the city will have the first Lovin' Local on October 13<sup>th</sup>. Shoppers can take a picture of themselves with their receipt from a local store and post to social media. A winner will be drawn to receive airline tickets to Austin on Via Air.

Stephanie Price reminded everyone of the Distinguished Lecture Series with John Olsen tonight at PPHM. The museum will be having Dino Day on October 13<sup>th</sup>.

Beth Duke distributed posters for the 7<sup>th</sup> season of Jazztober, starting October 2<sup>nd</sup>.

Coco Duckworth announced that October 2<sup>nd</sup> is National Night Out to honor law enforcement.

Everyone congratulated Stephanie Price for receiving the Rising Star Award at TTIA Travel Summit.

ITEM 4: Minutes. Motion was made by Phil Woodall, seconded by Kevin Hawkins, and unanimously carried to approve the minutes of August 22, 2018.

ITEM 5: Presentation on accomplishing our tasks in FY18. Dan Quandt reminded everyone that the 2018 budget was approved at last month's meeting and was also unanimously approved by the City Council.

He presented an example of Utrip, a service to help plan an itinerary using artificial intelligence to track users' likes. It will include testimonials on attractions from local experts. It already contains a calendar with main events; it will eventually include all events.

He also presented an example of a 360-degree video by Threshold 360 which will be done at 100 Amarillo sites. These videos will also be used by the Sales team to show venues to potential clients.

Advertising/PR/Research – Dan presented a prototype of our new website. He announced that we are starting a new program, Hello Amarillo, in collaboration with AEDC and the City to include testimonials from locals about why they love Amarillo. He announced that effective October 1, 2018, Hope Stokes will be Director of Brand Management.

Convention Sales – Dan reported that the sales team will be attending 10 trade shows. He stressed our need for adequate facilities to accommodate conventions and sporting events. Tina Brohlin is Director of Sales, Ashley Gutierrez is Sales Manager for the SMERF market, and Hollie Hawkins is Sales Manager for Government, Associations and Corporate.

Servicing – Dan announced that effective October 1<sup>st</sup>, Stephanie Andrews will be Director of Convention Services.

Tourism/Arts – Dan reminded everyone that Kashion Smith is Director of Tourism, and Braley Hand is Tourism Coordinator. They handle distribution of Amarillo items, the information kiosk, mural, and art wall at the airport, as well as Golden Nail. They are also taking on the role of working with travel writers.

Executive Assistant – Mary Ramirez provides administrative support for the CVC.

Dan also shared some important numbers. Estimated revenue is \$1,949,579 in HOT, \$5000 in logo licensing, \$5000 in website advertising, \$37,440 in HOT from short-term rentals. Total revenue is \$1,997,019, and total expenses comes to \$1,982,352. Direct spending in Amarillo for 2017 was over \$870 million.

ITEM 6: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that YTD gross collections are up 5%, net collections are slightly lower, collections for the month are 3.3%.

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

ITEM 7: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that there are new guidelines for committee members who work for arts groups that receive funding from the CVC. Employees must recuse themselves from voting on that grant application.

The marketing grant process has started, and applications have been received. This year the application packets were also sent to presidents of their boards or guilds.

Management for the new baseball team is working with the arts groups on the national anthem at each game.

The press release for submissions of artwork at the airport has gone out.

She shared a picture of the mural at the airport done by Joey Martinez, a project of the Arts and Beautification Committee. The next round of artwork will be required to include photo opportunities.

She added that Amarillo is part of Tree City, USA with over 17,000 trees under the city's care.

Communications Committee – Sharon Gongora reported that topics discussed at their September meeting were presentations of prototypes for the new advertising opportunities, they discussed Google Analytics and ADARA research, and work has begun on the 2019 visitor guide.

Convention & Tourism Committee – Stephanie Price reported that they had a presentation from Dustin True, Director of Group Sales for Amarillo Professional Baseball. They also received monthly updates from Convention Sales, Convention Servicing, and Tourism.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be October 24, 2018. Cancellation of the December meeting will be discussed since it falls on December 26<sup>th</sup>.

ITEM 9: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Stephanie Price, CVC Chair