

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24<sup>th</sup> day of October, 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       | 1                 | 1                     |
| Dr. Aaron Pan       | Y       | 1                 | 1                     |
| Sharon Gongora      | Y       | 1                 | 1                     |
| Angela Knapp-Eggers | Y       | 1                 | 1                     |
| Tony Freeman        | Y       | 1                 | 1                     |
| Sherman Bass        | Y       | 1                 | 1                     |
| Paul Borchardt      | Y       | 1                 | 1                     |
| Coco Duckworth      | Y       | 1                 | 1                     |
| Beth Duke           | N       | 1                 | 0                     |
| Kevin Hawkins       | N       | 1                 | 0                     |
| Elaine Hays         | Y       | 1                 | 1                     |
| Bobby Lee           | Y       | 1                 | 1                     |
| Vic Ragha           | Y       | 1                 | 1                     |
| Jody Reynolds       | Y       | 1                 | 1                     |
| Mark Shaffer        | Y       | 1                 | 1                     |
| Phil Woodall        | Y       | 1                 | 1                     |

Guests present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Sarah Page and Pamela Anderson, both with TACVB, and Hollie Hawkins, CVC

ITEM 1: Call to order. Tony Freeman established a quorum and called the meeting to order.

ITEM 2: Public Forum.

Sarah Page explained that they are happy that Amarillo is hosting their 2019 Marketing Symposium.

Pamela Anderson thanked the CVC for their support and partnership with TACVB.

Stephanie Andrews invited everyone to the kick-off celebration for WRCA on November 7th at 6 PM in the Registry Room of the Civic Center Complex.

ITEM 3: General announcements from the Board of Directors

Dr. Pan reported that the contents for the time capsule will go back in the column on October 30th. DHDC will have their annual Monster Bash on October 26th and 27th.

Gary Molberg reported that the Chamber's Annual Banquet is tomorrow evening, with almost 600 attendees expected.

Paul Borchardt commented that Threshold 360 took video at Wonderland.

Stephanie Price reminded everyone of PPHM's Murder Mystery Mayhem on November 2nd and 3rd, and the Pop Culture Prom on November 10th.

Sherman Bass gave more description of WRCA events at the Civic Center Complex, November 8th-11th.

ITEM 4: Minutes. Motion was made by Phil Woodall, seconded by Dr. Pan, and unanimously carried to accept the minutes of September 19, 2018.

ITEM 5: Update on Utrip. Hope Stokes gave a demonstration of the Utrip prototype while Dan Quandt explained how it works. The user can adjust dials to indicate levels of interest in various categories, which then changes the listings on the page. The user can mark their favorites using the heart icon.

There are also some questions about when the visitor will be here since seasonality of attractions is taken into consideration. Lodging options can be listed alphabetically or by proximity to selected attractions. The itinerary can be cached on Facebook or as a pdf.

Utrip is not live yet but should be soon. A press release will go out and Partners may be asked to help push on social media. It will also be installed on the interactive kiosk at the airport. It is mobile responsive and the link will be included in geofencing notifications.

ITEM 6: Discussion and Action concerning arts marketing grants. Angela Knapp Eggers reported that the jury met to review the applications and make their recommendations. The total requests came to \$79,750. These recommendations are ready for final approval from the CVC Board.

Motion was made by Coco Duckworth, seconded by Phil Woodall and unanimously carried to approve the Marketing Assistance Funding Requests as presented.

ITEM 7: Update on Ski Amarillo. Dan Quandt reminded everyone that this campaign began in 2013 to acknowledge tourists that travel through Amarillo on their way to the slopes, this year's campaign will start November 15<sup>th</sup>. Currently there are 23 Amarillo hotels offering special rates. One difference this year is our partnership with the Taos Ski Valley. While staying in a participating Amarillo hotel, guests will receive their discount to use in Taos.

ITEM 8: Presentation on Texas Hotel and Lodging Association. Dan Quandt reported that we are moving forward with the TID, which has gotten through the House, but not yet through the Senate. Passed as part of the budget, we paid \$20,000 of the \$35,000 for assistance with the TID. This amount includes THLA membership for every hotel in Amarillo, allowing them access to advertising on the state's website and on TourTX. They would also receive members-only information, free legal advice, lobbying, education, and discounts.

He added that if the TID does not pass, we could get a refund from THLA. He will consult with Scott Joslove, President of THLA, on whether we should combine with two other cities also applying for TID.

ITEM 9: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax – Dan Quandt reported that the gross total for the year was \$6.9 million, September was up 11%.

Monthly Financials – Financials were not available, pending the annual audit.

ITEM 10: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers gave an update on the airport art, which received fewer entries but higher quality. The sub-committee chose rotations for the next year and a half of artwork. Kashion Smith has purchased more cable for hanging artwork and will see about additional space and signage.

Communications Committee – Sharon Gongora reported that at that their October meeting they discussed the launch of the updated website on January 1<sup>st</sup>, the replacement of Madden Media with AJR Media, and a National Geographic education series featuring Amarillo. They also discussed polygonning capabilities through the Atkins Group, reports from Google Analytics and TripAdvisor, and work on the 2019 visitor guide and map.

CVC Sales Manager, Hollie Hawkins, will be attending Connect TX in Lubbock and will use geofencing at that tradeshow inviting attendees to find her booth and receive giveaways and win prizes. We also implemented geofencing at the Balloon Fiesta in Albuquerque.

We will be increasing our buy with TripAdvisor from \$15,000 to \$25,000. This puts us at sponsorship level, which enables us to control our listing and track results through ADARA.

Convention & Tourism Committee – Stephanie Price reported that they were updated on CVC staff activities and reports. They also learned about becoming a Digital Ambassador by registering on [helloamarillo.org](http://helloamarillo.org). Ambassadors earn points by posting about Amarillo using the hashtag HelloAmarillo or sharing HelloAmarillo content. Earning points makes them eligible to win prizes.

ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be November 28<sup>th</sup>. Due to the Christmas holiday, the December meeting may be cancelled.

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

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Stephanie Price, CVC Chair