

**CITY OF AMARILLO, TEXAS  
NOTICE OF MEETING & AGENDA  
CONVENTION & VISITOR COUNCIL BOARD**

**REGULAR MEETING TO BE HELD ON WEDNESDAY, FEBRUARY 27, 2019 AT 8:30 AM IN THE BOARD ROOM OF THE AMARILLO CHAMBER OF COMMERCE, 1000 S POLK, AMARILLO, TEXAS.**

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**Please note:** The Convention & Visitor Council Board may take items out of the order shown on the Agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting, as may be necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.

**1. Call to Order**

**2. Public Forum**

**3. General announcements from the Board of Directors**

**4. Minutes**

Approval of the minutes of January 16, 2019

**5. Staff activity report**

Advertising

- Introduction of Hope Stokes
  - Job duties
  - How do these duties benefit other departments?
- ADARA
  - What is ADARA
  - How do ADARA tracking pixels work?
- AJR
  - What does AJR do for Amarillo?
  - January Report
- Trip Advisor
  - January Report
- What's new and exciting in the marketing department
  - Threshold 360
    - Overview
    - Performance report
  - Website
    - Overview
    - Performance report
  - Utrip
    - Overview
    - Performance report
  - High Impact Ads
    - Performance report
- Upcoming Projects
  - Video RFP
    - New Partnership
  - Style guide
    - Overview

## Group Sales

- Meet your Sales Team
- What we've been up to...
- What we have coming up
- Bookings YTD

## Newsletter

- AM Amarillo
- Front Desk Friday
- Events

## Servicing

- Servicing Education and Attendance Boosters
- CVC Convention and Events held in January & February
- CVC Convention and Events scheduled for March & April
- Sport-Travel Housing Update

## Tourism

- Research
- Group Tour
- Distribution
- Other tourism activities
- Inquiries
- Film

## **6. Legislative Update**

- Panhandle Days/TTIA Unity Dinner/Converge on the Capitol
- Tourism Public Improvement District
- School Start
- Full funding for state tourism
- Avoid adjustments to hotel occupancy taxes
- State Parks funding
- Other topics

## **7. Presentation and discussion of Operations and Finance**

- Hotel Occupancy Tax Collections
- Monthly Financials

## **8. Presentation and discussion of Committee Meetings**

- Arts Committee
- Communications Committee
- Convention & Tourism Committee

## **9. Discussion on future meeting dates and possible agenda items**

- The next meeting date is March 27, 2019

## **10. Adjourn**

Accessibility to individuals with disabilities at the Amarillo Chamber of Commerce is through its side entry on the south side of the building. An access ramp leading to the main entry is located at the side of the building. Parking spaces for individuals with disabilities are available in the south parking lot. The chamber is equipped with disability restroom facilities, and elevators that are accessible. Individuals with disabilities who require special accommodations, or a sign language interpreter must contact the City Secretary's Office 48 hours prior to meeting time by telephoning 378-3013 or the City TDD number at 378-4229.