

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 16th day of January, 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 | 3 | 3 |
| Dr. Aaron Pan | Y | 3 | 3 |
| Sharon Gongora | Y | 3 | 3 |
| Angela Knapp-Eggers | Y | 3 | 3 |
| Tony Freeman | Y | 3 | 3 |
| Sherman Bass | N | 3 | 2 |
| Paul Borchardt | Y | 3 | 3 |
| Coco Duckworth | Y | 3 | 3 |
| Beth Duke | Y | 3 | 2 |
| Kevin Hawkins | Y | 3 | 2 |
| Elaine Hays | Y | 3 | 3 |
| Bobby Lee | Y | 3 | 3 |
| Matt Morgan | Y | 1 | 1 |
| Vic Ragha | Y | 3 | 3 |
| Jody Reynolds | Y | 3 | 2 |
| Mark Shaffer | N | 3 | 2 |
| Phil Woodall | Y | 3 | 3 |

Guests present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark, Amarillo Globe News, Tessa Davis and Hollie Hawkins, CVC staff.

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

ITEM 2: Public Forum. None.

ITEM 3: General announcements from the Board of Directors

Dan Quandt welcomed new board member Matt Morgan, and introduced new CVC Administrative Assistant, Tessa Davis. He pointed out that everyone has a copy of the 2019 visitor guide at their seat. He added that the city council has created the initial group to spearhead the investigation for expansion of the Civic Center Complex.

Jody Reynolds announced that she has changed jobs, she is now with Expio Digital Marketing.

Dr. Pan reported that upcoming events at DHDC will be Battle of the Titans opening January 26th, Code Your Future February 4th through 21st, Beerology on February 22nd, and spring break camps in March.

Stephanie Price reported that PPHM will have a Georgia O’Keeffe, Texas and WWI lecture on February 7th, Educator’s Night Out on February 12th, and Cattle, Cowboys & Culture reception on February 22nd.

Gary Molberg reminded everyone of Panhandle Days in Austin, February 18th and 19th.

Angela Knapp Eggers reported that the Laura Bush Institute for Women's Health will have Day of the Woman on February 7th.

Elaine Hays elaborated on Dan Quandt's announcement of the committee created to analyze expansion of the civic center. Their research will take an extensive look at numbers and gathering feedback from the community.

ITEM 4: Minutes. Motion was made by Beth Duke, seconded by Coco Duckworth, and unanimously carried to approve the minutes of November 28, 2018.

ITEM 5: Presentation concerning In-bound Visitor Demand Analysis -Rick Husband International Airport. Dan Quandt reported that he has been working with Team Insight for almost 3 years and has data on travelers flying out of Amarillo, but more important data is on travelers coming into our airport.

He presented statistics provided by Airport Reporting Corporation taken from information included on airline tickets from 675 zip codes in the key markets of Denver, Phoenix, and Los Angeles Basin. Team Insight processed the numbers into the In-bound Visitors Demand Analysis.

The 2017-18 percentages were Denver at 50.4%, down slightly from 61.7% the previous year, LA Basin was 39.3%, up from 32.4%, and Phoenix 10.3%, up from 5.9% the previous year. Phoenix peak travel months were May, September, August and April. Amarillo saw 14 new cities in the LA Basin generate in-bound demand over the previous year, with peak months being November, December and May. Peak travel times from Denver were June, July and September.

The kiosk at the airport will capture more information, such as why the traveler is here, and what days of the week are busiest.

ITEM 6: Legislative Update. Dan Quandt reported that May 27th is the last day for the legislature. The House side takes a little longer, as they are in the process of choosing their committee chair. There are not as many changes in the Senate, so items should move faster. The three topics of importance are the Tourism Improvement District (TID), school-start date, and the return of tourism funding.

Sponsors of the TID will be the delegation since 90% of our hotel rooms are in Four Price's district. We are one of five cities seeking authorization, and we will be filing separately from the other cities. It is necessary to first get state authorization before going to the city council. Scott Joslove will be here to meet with hoteliers regarding by-laws.

The Districts of Innovation concept includes several issues, but we are seeking to close the loophole allowing schools to set an earlier start date, which has a deep economic impact on tourism. By adding only 15 minutes to each school day, the start date could be pushed back until Labor Day.

He added that Panhandle Days will be February 18th and 19th, the Unity Dinner is on the 20th, and Converge on the Capitol is Thursday, which is our opportunity to meet with the legislators.

ITEM 7: Presentation and discussion of Operations and Finance.

Hotel Occupancy Tax – Dan Quandt distributed the 2018-2019 Net Hotel Occupancy Tax Collections Report for December 2018. He has changed the format of the report to specify that it is a net (after rebate) amount collected. The December amount was \$459,414, down from November at \$510,331.

Monthly Financials – Dan Quandt reminded everyone that the financials are not available yet, pending the city audit.

ITEM 8: Presentation and discussion of Committee Meetings.

Convention & Tourism Committee – Dr. Pan reported that they discussed CVC staff activities in advertising, sales, including booking stats for sports and meetings, servicing, and tourism, as well as upcoming staff travel for conferences and trade shows.

Communications Committee – Sharon Gongora reported that they discussed Amarillo stories from AJR Media Group, received an update on Siteimprove, the launch of our updated website, which includes Utrip and Threshold 360. They also discussed starting a Big Shot certificate as honorary recognition of groups coming to Amarillo. Since the launch of the website, branding will be consistent in all advertising. They reviewed dashboard data for Ski Amarillo, the balloon fiesta, Connect Texas tradeshow, the arts, and Facebook ads.

Arts Committee – Angela Knapp Eggers reported that David Sinclair, whose art is currently displayed at the airport, has sold some pieces. The Golden Nail nomination process has begun. The nomination guidelines were also sent to their boards and guilds and will be adhering to more stringent guidelines for quality of nominations over quantity. Golden Nail will be April 25th at the Derrick Event Center.

The Beautification and Public Art Advisory Board is focusing on creating language for the mural RFP. A second RFP will go to businesses to buy in to the project.

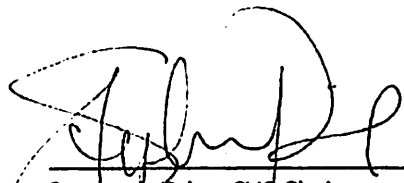
ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be February 27, 2019.

ITEM 10: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair