

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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, MARCH 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 February 27, 2019

**5. Presentation and discussion of Committee Meetings**

Arts Committee

Communications Committee

Convention & Tourism Committee

**6. Staff activity report**

Administration

Legislative update

Tourism Public Improvement District

School start

Short-term rentals

Convention Center Hotels

Kody Hodge Foundation and One-Act Play Festival

The Barfield groundbreaking

AQHA Hall of Fame Banquet

Advertising

High Impact Unit Data

YOY Google Analytics comparison

Experts update

Group Sales

Kody Hodge One-Act Play Festival

Rendezvous South trade show

Amarillo Chamber Mega Market

Colorado sales trip  
Christian Meeting Conference Trade Show (April 15-18)  
Texas Society of Association Executives Learn @Lunch & Happy Hour  
TTIA Travel Summit  
Current sales production

**Newsletter**

AM Amarillo  
Front Desk Friday  
Events

**Servicing**

Review and follow-up of February and March 2019 conventions and events  
April and May 2019 conventions

**Tourism**

STR year-over-year comparison  
Distribution numbers – visitors guide, maps, boot pins, bandanas, pens  
Tourism activity overview  
Inquiries  
Film requests

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

Hotel Occupancy Tax Collections  
Monthly Financials

**8. Discussion on future meeting dates and possible agenda items**

The next meeting date is April 24, 2019

**9. 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.