

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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, APRIL 24, 2019 AT 8:30 AM IN THE BOARD ROOM
OF THE AMARILLO CHAMBER OF COMMERCE, 1000 S POLK, AMARILLO, TEXAS.**

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 March 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
 - Family Pass

 - Advertising
 - AJR report
 - YOY Google Analytics comparison
 - Threshold 360 maps
 - #HelloAmarillo update

 - Group Sales
 - TSAE Lunch
 - CMCA Showcase
 - Bookings year to date
 - TSAE Top Golf
 - Business Connection
 - Arrowhead Conference Site Visit
 - Lost business report

Newsletter

AM Amarillo
Front Desk Friday
Events

Servicing

Conventions and groups held in March and April 2019
Conventions and groups in May and June 2019

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 May 22, 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.