

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 29<sup>th</sup> day of May, 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	7	7
Dr. Aaron Pan	Y	7	7
Sharon Gongora	Y	7	7
Angela Knapp-Eggers	Y	7	7
Tony Freeman	Y	7	7
Sherman Bass	N	7	5
Paul Borchardt	Y	7	6
Coco Duckworth	N	7	5
Beth Duke	Y	7	5
Kevin Hawkins	Y	7	4
Elaine Hays	N	7	5
Bobby Lee	Y	7	6
Matt Morgan	Y	5	3
Vic Raha	Y	7	6
Jody Reynolds	Y	7	6
Mark Shaffer	N	7	4
Phil Woodall	Y	7	6

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark, Amarillo Globe News, CVC staff Abi Bowles, Tessa Davis, Ashley Gutierrez, Braley Hand and Hollie Hawkins.

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

ITEM 2: Public Forum. There were no comments from guests.

ITEM 3: General announcements from the Board of Directors

Dr. Pan reported that DHDC will have their Camp Iwanna on June 7<sup>th</sup>, and there are still openings for their summer camps.

Stephanie Price reported that PPHM's Night at the Museum will also be June 7<sup>th</sup>, Mystery Movie on the Lawn will be June 14<sup>th</sup>, and summer camps start at the end of June.

Beth Duke distributed posters for the fourth season of Center City's Amarillo Community Market starting June 1<sup>st</sup>, with 100 returning vendors and 40 new vendors. She also distributed posters for the 25<sup>th</sup> anniversary season of High Noon on the Square, Sounds of Summer, and the newest Downtown Dining Guide.

Bobby Lee reported that tickets for the Eli Young Band on June 1<sup>st</sup> at Starlight Ranch are almost sold out, Alice Cooper & Marilyn Manson Gruesome Twosome is May 31<sup>st</sup>.

Paul Borchardt announced that this will be the 68<sup>th</sup> season for Wonderland and will feature events such as First Responders Night in June, and a Roller Coaster Enthusiasts Convention in July.

Matt Morgan reported that applications for grants through the Amarillo Area Foundation and the Harrington Foundation are due June 27<sup>th</sup>.

ITEM 4: Minutes. Motion was made by Phil Woodall, seconded by Angela Knapp Eggers and unanimously carried to approve the minutes of April 24, 2019.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that May was their last meeting for the summer, they will resume meetings in September. The RFP deadline for the Beautification & Public Art mural project has been extended.

The Golden Nail Awards Gala was great. The committee had their evaluation meeting to discuss the best way to spend the money budgeted for Golden Nail. The winners of the Summit Award were Joe & Joan Horn, who have been supporters of various arts entities for many years.

The Arts in the Sunset will partially close due to the expense of building upkeep, only Amarillo Art Institute will remain open. The last Friday Art Walk will be August 2<sup>nd</sup>.

Angela thanked Kashion Smith, Braley Hand and Mary Ramirez for their work on the Arts Committee.

Communications Committee – Sharon Gongora briefly went over items discussed at their May meeting such as AJR reports. Utrip will be ending their services in June so itinerary building will be done through VisitWidget, and geofencing will be done through Facebook.

Convention & Tourism Committee – Dr. Pan reported that the guest speaker at their meeting was Sgt. Carla Burr with the Amarillo Police Department. She shared tips for hotels and attractions on ways to keep their guests safe.

ITEM 6: Staff reports. Dan Quandt reported that we are taking the staff reports a step further by going more in depth of what each department does. This month is Servicing and Marketing Departments, next month will be Sales and Tourism.

Big deals since last time-

TPID – Dan reported that HB1136 was sent to the Governor last Thursday as an omnibus bill. By state law the Governor has 20 days to sign.

Short-term rentals – He reported that the collection of Hotel Occupancy Tax from short-term rentals is now law in Amarillo. The tax will be collected by Muniservices on approximately 165 active rentals.

Yellow City Certified - the spring tour is scheduled for June 14<sup>th</sup>.

In depth – Servicing. Stephanie Andrews, Director of Convention Services, explained that servicing is much more than welcome signs and bags, the trend is moving away from plastic bags and going greener by providing an information table instead. Servicing sponsorships and expenses are paid from the Activity Fund, with a budget of approximately \$76,000.

She used the 2019 U.S. Custom Harvesters as an example to illustrate the servicing journey beginning with assistance with the bids presented to the prospective client by the CVC sales team. Once the Letter of Agreement and contracts have been signed, the account transfers from Sales to Servicing.

Services provided include financial commitment, providing a welcome table or welcome bags, assistance with registration at the event, VIP bags, printing of name badges and signage, and unlimited event planning assistance.

Further assistance includes monitoring room blocks at host hotels, coordinating deliveries, finding entertainment, and being available 24/7 during the event.

After years of work, pages of notes and documents, we won the bid to host U.S. Custom Harvesters in 2020!

In depth – Advertising. Hope Stokes, Director of Brand Management, shared the 2020 Marketing Plan Outline. New ad campaigns include Making Memories, Escape the City, and the Great Indoors. She went over information in the 2018-2019 Leisure Final Plan from AJR Media Group, as well as the 2018-2019 Meetings Campaign Final Plan.

She also shared some of the digital ads for TripAdvisor, social media, the airport display and on digital billboards. We still have print ads in several state travel magazines and the Route 66 Magazine.

She further explained some additional projects are the website, 360 Tours, our designation as a Dementia-Friendly city, the ambassador program #HelloAmarillo, DTN Beta testing, and making sure our branding remains consistent across all platforms.

ITEM 7: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that the numbers are running closely to last year's numbers, but that will change with the addition of tax collected on short-term rentals.


Monthly Financials – He reported that items are back in line and will be monitored for correctness.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be June 26, 2019.

ITEM 9: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,

  
\_\_\_\_\_  
Mary Ramirez, Executive Assistant

  
\_\_\_\_\_  
Stephanie Price, CVC Chair