

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 31st day of July 2019, 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	9	8
Dr. Aaron Pan	N	9	7
Sharon Gongora	Y	9	8
Angela Knapp-Eggers	N	9	8
Tony Freeman	Y	9	9
Sherman Bass	Y	9	7
Paul Borchardt	Y	9	8
Coco Duckworth	N	9	6
Beth Duke	Y	9	7
Kevin Hawkins	Y	9	6
Elaine Hays	Y	9	7
Bobby Lee	Y	9	8
Matt Morgan	N	7	4
Vic Ragha	N	9	7
Jody Reynolds	N	9	7
Mark Shaffer	Y	9	5
Phil Woodall	Y	9	8

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Monica Gutierrez with Ashmore Inn and Suites, David Gay with Amarillo Globe News, and CVC staff Ashley Gutierrez, Hollie Hawkins, Tessa Davis, Braley Hand

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.

Bobby Lee reported that upcoming events at Starlight Ranch are Aaron Watson on August 2nd and Beerfest on August 3rd.

Beth Duke reminded everyone of High Noon on the Square today, next to last one for the season. The Amarillo Community Market goes until September 28th and will move to the depot again on September 14th and 28th.

Dan Quandt shared the new coloring books featuring pictures of Amarillo attractions. He reported that recently, the CVC staff were greeters at TEXAS; we also sponsored the Koben Puckett PBR and Amarillo ProKart Circuit.

Stephanie Price reported that PPHM is collaborating with Panhandle PBS on a screening of the documentary series Country Music on August 6th.

Paul Borchardt reported that Wonderland will be open weekdays for only one more week, then only weekends through Labor Day.

ITEM 4: Minutes. Motion was made by Beth Duke, seconded by Phil Woodall and unanimously carried to approve the minutes of June 26, 2019.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Kashion Smith reported that she and Angela Knapp Eggers met with Executive Directors of several arts entities to get feedback on Golden Nail and the marketing grants process. She will summarize the responses to present at their September meeting.

Sherman Bass added that the Beautification and Public Arts Advisory Board issued five grants this summer. Murals at Snack Pack 4 Kids and OfficeWise have been completed, remaining projects are The Edge Dance Studio and Rocking J Event Center. The deadline to submit receipts for reimbursement is August 18th.

Communications Committee – Sharon Gongora reported that they went over data and research from AJR, as well as collaboration with the Alzheimer's Association.

Convention & Tourism Committee – Hope Stokes reported that they had a presentation from Bandwango on the implementation of city tour passes.

Sports Commission – Tony Freeman reported that there are plans to resurrect the Sports Commission, he and Dan Quandt have met to establish who will be on that committee. He shared their Mission Statement and their goals of identifying sports opportunities and facilities. The committee will meet in September. Dan added that they will also work with Amarillo Parks and Recreation, the Civic Center Complex and Tri-State Fairgrounds.

ITEM 6: CVC Partnership with Alzheimer's Association. Dan Quandt presented the Five Parts to Every Trip: Planning, Journey to the Final Destination, Experience at the Final Destination, the Journey Home, and Memories.

We are working with the Alzheimer's Association to make Amarillo designated as a dementia-friendly city. He presented the video created by Double U Marketing of residents sharing their favorite memories of Amarillo. The designation process takes about two years, and follows criteria set by Dementia Friendly America. Texas cities that already have this designation are Tyler and Ft. Worth.

ITEM 7: Marketing Direction for Fiscal Year 2019. Dan Quandt reminded everyone that they have already learned what each department of the CVC does and gave a recap of their functions. The marketing direction theme will be Making Memories in Amarillo.

Tourism involves hosting group tours, geofencing of over 55,000 attendees at the Albuquerque Balloon Fiesta, and Yellow City Certified, which may now become part of new city employee training. We are film friendly and working on music-friendly designations. We are seeing more activity with travel writers, many of whom are freelance, and their articles can be repurposed for various publications. We are continuing to learn more about bloggers.

Group Sales will be cutting some trade shows from their budget, the LEADers campaign is working very well, and we will be focusing on meeting planners for veterinary and animal pharmaceutical companies. Overall hotel occupancy remains steady.

Servicing includes attendance boosters, financial assistance through sponsorships, giveaways such as boot pins, which are sent all over the world, as well as helping conferences with the logistics of their events by finding local service providers and/or transportation.

The calendar year stats through June 2019 show that room supply has increased 3.9%, room demand has increased 7.2%, and total revenue has increased 8.6%.

Marketing will now include the TPID. It is hoped that collection will go into effect October 1st, but November may be more realistic. The additional 2% is estimated at \$200,000 and will be administered by the CVC. He is working on a 10-year plan and proposed budget. They will have their own board, and he will ask the City Council to allow a representative to sit ex officio on the CVC Board. He will also share advertising expertise.

Local promotions are done through sponsorships with area sports teams. New sponsorship are WT and the Sod Poodles.

Portals includes developing ways to make pictures in our visitor guide be interactive with our visitors.

Expanding digital trials will include geofencing attendees at the Albuquerque Balloon Fiesta and Sod Poodles games. The new target markets are California and Illinois.

ITEM 8: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quant reminded everyone that this is the net amount and does not include tax collection from the Embassy Suites.

Monthly Financials – Dan reported that there was approximately \$20,000 that had been miscoded, that is being corrected.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be August 28, 2019.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair