

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28th day of August 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	10	9
Dr. Aaron Pan	Y	10	8
Sharon Gongora	Y	10	9
Angela Knapp-Eggers	Y	10	9
Tony Freeman	Y	10	10
Sherman Bass	Y	10	8
Paul Borchardt	Y	10	9
Coco Duckworth	Y	10	7
Beth Duke	Y	10	8
Kevin Hawkins	Y	10	7
Elaine Hays	Y	10	8
Bobby Lee	Y	10	9
Matt Morgan	Y	8	5
Vic Raha	N	10	7
Jody Reynolds	Y	10	8
Mark Shaffer	N	10	5
Phil Woodall	Y	10	9

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Monica Gutierrez with Ashmore Inn & Suites. CVC Staff Ashley Gutierrez, Hollie Hawkins, Tessa Davis and 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.

Dr. Pan gave an update on events and exhibits at DHDC. The grand opening for All Charged Up is September 21st, Steve Spangler Live on September 28th, and Code Your Future: Game Design and Computer Programming classes start September 30th through October 10th. They have retired the Mad Scientist Ball and replaced it with The Big Deal scheduled for October 19th.

Stephanie Price reminded everyone of PPHM's Out of the Closet on September 10th including pop-up shops. Other events are Constitution Day on September 12th celebrating the signing of the constitution, and a Naturalization Ceremony for citizenship candidates.

Angela Knapp Eggers reported that the Laura Bush Institute will host twin sisters Jenna Bush Hager and Barbara Bush Coyne on November 15th.

Dan Quandt announced that city council will be making appointments and reappointments to the CVC Board. Those wanting to serve another term on the board need to reapply.

He added that it has been decided that, beginning October 4th, the CVC will hold Sales Director Meetings on the first Friday of each month. The time and location will be decided soon.

He then announced that many of the CVC staff attended the TACVB conference earlier this month. During that conference, the CVC won four marketing awards, Ashley Gutierrez earned her TDM, and Hope Stokes won the prestigious Catalyst Award. A press release will go out soon.

Matt Morgan reported that the ALT Gala will be October 4th.

Gary Molberg reminded everyone that tickets are on sale for the Chamber BBQ on September 12th.

Paul Borchardt announced that this will be the last weekend for this season of Wonderland.

Bobby Lee reported that Starlight Ranch will be hosting Travis Tritt Live on August 30th and Balloon Festival on September 7th.

Elaine Hays reported that the task force for expansion of the Civic Center is now at 90 members. They will have a Media Day next Wednesday, and two community meetings on September 19th and 21st.

Ashley Gutierrez reported that she just returned from Louisville where she met with planners of the Symetra Tour. This would bring 144 women golfers here on the road to the LPGA. It would be a three-year deal starting in April 2020.

Beth Duke reported that Center City is working on the Hoodoo Mural Festival scheduled for September 21st at 4:11 PM at 411 S. Fillmore.

She added that Amarillo Community Market continues until September 28th, with the 14th and 28th markets being held at the depot again. The Mayor's Half Marathon on the 21st will run through the market.

ITEM 4: Minutes. Motion was made by Jody Reynolds, seconded by Matt Morgan and unanimously carried to approve the minutes of July 31, 2019.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that she and Kashion Smith met with Executive Directors of most of the arts entities to get feedback on Golden Nail and how the meetings could be most beneficial.

She added that the Beautification and Public Arts Board is working with the Blank Spaces Group on mural projects.

Communications – Stephanie Price reported that they went over advertising opportunities for 2019-2020 and the impact from HOT from short-term rentals and the TPID. They also discussed some changes in research. More in-depth data will be discussed at their October meeting. Terry Pedigo is working on the 2020 visitor guide.

Convention & Tourism Committee – Dr. Pan reported that hotels and attractions shared information about their summer traffic and the impact of early school start. They also discussed collection of HOT from short-term rentals.

Elaine Hays added that VRBO's and AirBnb's have contracts with the state, the city must apply for those funds.

Sports Commission – Tony Freeman reported that they plan to meet in September, and will include representatives from WT, AISD, Tri-state Fairgrounds, Parks & Recreation, among others.

ITEM 6: Discussion and action concerning CVC 2019-2020 Operating Budget. Dan Quandt presented the Proposed Amarillo CVC Operating Budget 2019-2020, which was reviewed by a three-member budget committee.

He highlighted that our payment on the downtown projects increased \$100,000 and our available HOT is up slightly. Other revenue included advertising, royalties from Rillo sales, collection of HOT on short-term rentals and potential TPID administrative fees.

Communications - software costs will be put back in the budget with Hello Amarillo replacing AEDC's Ambassador Program. Bandwango is our new online packaging program.

Convention Sales – trade show attendance has been adjusted with emphasis on sales calls and the LEADers program. Simpleview CRM has been moved into this budget and specialty items have been moved out.

Tourism – has been increased for hosting travel writers, film and group tours, kiosks, and additional literature. Attendance at trade shows has been adjusted in this budget as well.

Arts – will have a slight increase for advertising.

Advertising/Marketing – adjustments are dropping ADARA, adding SiteImprove for monitoring website errors, and keeping ads flexible depending on TPID decisions.

Servicing – changes are to consolidate specialty items.

Special Projects includes sponsorships for the Bulls, Venom, Prokart, and others.

The Total Expense Budget totals \$2,076,195 at an increase of 4.7%. After approval, this budget will be presented to the Chamber Board and City Council for approval.

Motion was made by Paul Borchardt, seconded by Coco Duckworth and unanimously carried to approve the CVC 2019-2020 Operating Budget as presented.

ITEM 7: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan reminded everyone that this amount does not include The Embassy.

Monthly Financials – we are still moving some advertising but is well overall.


ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be September 18, 2019.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair