

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 18th day of September 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	11	10
Dr. Aaron Pan	Y	11	9
Sharon Gongora	Y	11	10
Angela Knapp-Eggers	N	11	9
Tony Freeman	Y	11	11
Sherman Bass	Y	11	9
Paul Borchardt	Y	11	10
Coco Duckworth	Y	11	8
Beth Duke	Y	11	9
Kevin Hawkins	Y	11	8
Elaine Hays	Y	11	9
Bobby Lee	Y	11	10
Matt Morgan	Y	9	6
Vic Ragha	N	11	7
Jody Reynolds	Y	11	9
Mark Shaffer	Y	11	6
Phil Woodall	N	11	9

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Monica Gutierrez with Ashmore Suites, and CVC Staff 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

Dr. Pan gave an update on events at DHDC such as All Charged Up, Code Your Future classes, The Big Deal on October 19th, and Steve Spangler on September 28th.

Beth Duke distributed the new Hoof Prints brochures, printed in collaboration with AQHA and Cenveo. Two horses have been added to the collection. There are only two weekends left for the Community Market, the last one will move to the depot. The Hoodoo Mural Reveal is Saturday evening.

Matt Morgan reported that the Amarillo Area Foundation is accepting applications for their Catalyst Grants, applications are due October 25th. He added that ALT's current production is Legally Blonde.

Dan Quandt shared pictures of the representatives from SW Airlines here to meet with local business leaders and then attend the Chamber BBQ. Beginning on Sundays in October there will be a direct flight to Houston, there are discussions about adding Denver and Austin flights.

He also shared pictures of the elevator doors displaying at the TSAE New Ideas Conference in Galveston that display our ad.

Stephanie Price reported that PPHM will have Dino Day on October 12th.

Elaine Hays reminded everyone of Buy the Way Lovin' Local event on October 12th to support local businesses, when shoppers can win prizes by posting pictures of their receipt or store.

She added that there are three meetings this week regarding Conversation: Civic Center.

ITEM 4: Minutes. Motion was made by Sherman Bass, seconded by Beth Duke and unanimously carried to accept the minutes of August 28, 2019.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Dan Quandt reported that the Arts Committee has a new member, Wendie Cook from Canadian, and they have created a new private shared calendar for the arts community.

Communications Committee – Sharon Gongora reported that there was not a September meeting due to the Chamber BBQ.

Convention & Tourism Committee – Dr. Pan reported that the September meeting was held at DHDC, and included presentations from DHDC, PPHM, and AMoA.

Sports Committee – Tony Freeman reported that they have identified their members and are planning to meet in October.

ITEM 6: Conversation: Civic Center. Sherman Bass presented the Communication Plan for the proposed Civic Center expansion. He gave a brief history of the Civic Center, opened in 1968 and has undergone expansions in 1978, 1991, and 2003. By today's standards, the coliseum is undersized and obsolete due to ceiling height and poor backstage amenities causing Amarillo to lose opportunities to host shows and concerts.

They are looking at three downtown sites for city hall offices, which will include a drive-up window for utility payments.

The proposed civic center expansion will be a bond issue on the May 2020 ballot. If approved the renovations should be complete by 2025.

ITEM 7: FY19 Operating Budget Revisions. Dan Quandt presented the revised budget for 2019-20. Changes impact four areas: Communications, Convention Development, Tourism, and Advertising/Marketing and come from the elimination of revenue from short-term rentals and the TPID.

Increases were made to revenue from miscellaneous revenue and website ads. These changes total \$110,050. The total expense budget is \$1,976,602, total revenue is \$1,981.475, a difference of \$4,873.

Motion was made Sherman Bass, seconded by Dr. Pan and unanimously carried to approve the revised Amarillo CVC Operating Budget for 2019-20.

ITEM 8: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – The net amount does not include The Embassy.

Monthly Financials – Amounts are tracking normally, with fluctuations in Advertising/Marketing.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be June 26, 2019. Possible agenda items will be Research, Conversation: Civic Center, and the state bond issue regarding state parks.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair