

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 23rd day of October 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
Angela Knapp Eggers	N	1	0
Sherman Bass	N	1	0
Paul Borchardt	N	1	0
Coco Duckworth	Y	1	1
Beth Duke	Y	1	1
Tony Freeman	Y	1	1
Kevin Hawkins	Y	1	1
Elaine Hays	Y	1	1
Bobby Lee	Y	1	1
Matt Morgan	Y	1	1
Dr. Aaron Pan	Y	1	1
Stephanie Price	Y	1	1
Vic Ragma	N	1	0
Jody Reynolds	Y	1	1
Mark Shaffer	N	1	0
Phil Woodall	N	1	0

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark, Amarillo Globe News

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

Dan Quandt announced that Angela Knapp Eggers is the incoming chair of the CVC Board. He thanked Stephanie Price for her service as chair and presented her with a framed Amarillo belt buckle.

Beth Duke reported that last night was the last Jazztober performance for the season. There were 132 people and 3 dogs at last night's performance. The audience included 13 members of the 66 & Buddy Music Tour Group. She also distributed Hoof Prints brochures and Downtown Dining Guides.

Dr. Pan reported that DHDC's Monster Bash on October 25th and 26th.

Gary Molberg reminded every one of the Chamber's Annual Banquet & Business Excellence Awards tomorrow evening, and the Clydesdale's parade on November 6th to kick off WRCA.

Stephanie Price reported that PPHM is hosting a presentation by Jose Limon on Dia de Los Muertos artwork on October 24th. Their Murder Mystery Dinner will be November 1st and 2nd. Their next exhibit is

Undressing Suffrage, opening November 14th. To honor Panhandle women, you can make a donation to have your name on the exhibition donor wall.

Matt Morgan reported that ALT will present Sweeney Todd October 24th through November 3rd.

ITEM 4: Minutes. Motion was made by Matt Morgan, seconded by Tony Freeman and unanimously carried to approve the minutes of September 18th with the correction to Item 9: Discussion on future meeting dates and possible agenda items. The next meeting date should read October 23, 2019.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Kashion Smith reported that Golden Nail will not be the large event it was. There will still be nominations and a jury to decide winners, but they will be honored in their own house with an intimate event to follow. The marketing grants process is open, applications are due October 31st.

Communications - Stephanie Price reported that there was not a quorum at the October meeting. Coco Duckworth is incoming Chair of that committee.

Convention & Tourism Committee – Dr. Pan reported that the proposed expansion of the Civic Center was the main topic of their meeting.

Sports Commission – Tony Freeman reported that they have identified members for the commission, they will have their first meeting on November 4th.

Dan Quandt added that Amarillo will host the Cowboy Fast Draw Nationals indefinitely.

ITEM 6: Research findings. Dan Quandt presented reports from two sources, Dean Runyan and D.K. Shifflet.

Data from D.K. Shifflet show that 85% of travel is leisure, 15% business travel. Ninety two percent travel here by car, 43.2% are day trips, and the average age is 49.

The economic impact reports from Dean Runyan show that in 2018 direct travel spending was \$911.9 million, direct employment was over 9000, and direct earnings were \$227.7 million.

Other reports received from Smith Travel Research, also known as the Star Report, show that supply is up 3.3%, demand is up 5.7% with over 6700 rooms in the census. He added that there are 9 hotels currently under construction. He reminded everyone that RV campgrounds are not paying HOT.

Data received for the past fiscal year show that new visitors to our website was up 88%, the top countries being the U.S., Canada, and the U.K. Top states were Texas, Illinois, and California. Device category showed that 56.5% of visits were from mobile phones.

Data from ADARA showed that hotel revenue generated was \$110,113 which measures actual hotel bookings but is tracked only through hotel rewards programs.

Reports from AJR show that our click-through-rate was .26% (well above industry standard) and 91,000 visitors completed our video. Geofencing at the Albuquerque Balloon Fiesta has created a new audience, and geofencing will also be done at Hodgetown.

ITEM 7: Discussion and action concerning support for Civic Center Expansion Project. Dan Quandt recommended that the board go on record in support of the expansion project. Elaine Hays reminded everyone that the City can only provide information but cannot advocate.

Motion was made by Coco Duckworth, seconded by Matt Morgan, Elaine Hays abstained, and Bobby Lee voted no on the CVC Board making a formal statement to endorse the expansion.

ITEM 8: Discussion and action concerning position on Texas Proposition Five concerning funding for Texas State Parks and the Texas Historic Commission. Dan Quandt explained that in 1993 the legislature passed a bill so that a portion of tax money collected on sporting goods would be split between TPWD and the Texas Historic Commission, however it was never actually put into practice. Proposition 5 is a constitutional amendment to enforce the application of those funds. This would have a massive impact on PDCSP.

Motion was made by Dr. Pan, seconded by Bobby Lee, Elaine Hays abstained in support of Proposition 5.

ITEM 9: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that the net amount for the year continued to rise.

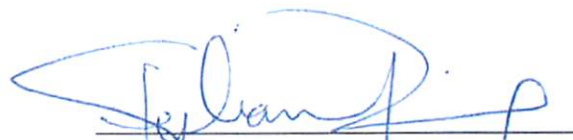
Monthly Financial – Dan reported that these are the end-of-year numbers, which are very good overall. We will have new auditors who will be conducting our audit in February.

ITEM 10: Discussion on future meeting dates and possible agenda items. Due to the Thanksgiving holiday, the next meeting will be November 20, 2019.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, Acting CVC Chair