

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 20th day of November 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 | 2 | 1 |
| Dr. Aaron Pan | Y | 2 | 2 |
| Angela Knapp-Eggers | Y | 2 | 1 |
| Tony Freeman | N | 2 | 1 |
| Sherman Bass | Y | 2 | 1 |
| Paul Borchardt | N | 2 | 0 |
| Coco Duckworth | Y | 2 | 2 |
| Beth Duke | Y | 2 | 2 |
| Kevin Hawkins | Y | 2 | 2 |
| Elaine Hays | Y | 2 | 2 |
| Bobby Lee | Y | 2 | 2 |
| Matt Morgan | N | 2 | 1 |
| Vic Ragha | Y | 2 | 1 |
| Jody Reynolds | Y | 2 | 2 |
| Mark Shaffer | N | 2 | 0 |
| Phil Woodall | Y | 2 | 1 |

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark, Amarillo Globe News, Daphne Adkins, TX Travel Information Center.

ITEM 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order.

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

ITEM 3: General announcement from the Board of Directors

Beth Duke reported that tomorrow is the deadline to enter Center City's Electric Light Parade. The date will be December 6th, the theme is March of the Toys, with 80 floats this year.

Dr. Pan reported that DHDC will have Santa's Jolly Jamboree on December 7th and November 25th – December 3rd is Giving Week, and December 20th is Discover for a Dollar. There will be a special showing of The Nutcracker Suite in the planetarium on December 21st, 22nd and 23rd.

Stephanie Price reminded everyone of PPHM's Christmas Open House on December 6th and 7th.

Due to the cancellation of the Chamber's annual banquet, the CVC held their annual drawing of winners for the LEADers and Prime Service programs.

Elaine Hays reported that the Executive Committee will make their recommendations for the Civic Center expansion project in January.

ITEM 4: Minutes. Motion was made by Jody Reynolds, seconded by Beth Duke and unanimously carried to approve the minutes of October 23, 2019.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the committee heard a presentation from The Fairly Group and their 99 Days 99 Ways billboard to promote awareness. Window on a Wider World has expanded their student base to include middle and high school ages. The Esquire Jazz Club provides use of their facility to non-profits.

Sherman Bass gave an update on the Beautification Advisory Board's matching grants program.

Communications Committee – Coco Duckworth reported that they discussed strategic changes in advertising as the new budget year begins. They also went over research and retargeting.

Convention & Tourism Committee – Dr. Pan reported that they discussed replacement of the Ski Amarillo campaign with the Albuquerque Balloon Fiesta, the debut of the Cheers Trail with Bandwango, and ADA compliance of our website.

Sports Commission – Kashion Smith reported that this was their first meeting since reorganizing. They are focusing on inventory of facilities available and scheduling of events.

ITEM 6: Presentation on Smith Travel Report (Star report). Kashion Smith presented and also distributed copies of the STR Destination Report for September 2019.

She pointed out that the most important gauge in hotel comparisons is the RevPAR (Revenue per available room). Our occupancy rate remains steady due to strong tourism, I-40, and business travel.

ITEM 7: Update on Executive Director hiring process. Kashion Smith reported that there is a meeting with hoteliers this evening for feedback on what needs they would like to see for the next Executive Director, a hiring committee will be formed in January. Outcome of the vote on Civic Center expansion will impact the requirements.

ITEM 8: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – no report was available.


Monthly Financials – Kashion Smith reminded everyone that most of our spending is done at the beginning of the new fiscal year.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting falls on December 25, 2019. A decision of whether to reschedule or cancel the December meeting will be made at a later date.

ITEM 9: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,


Mary Ramirez, Executive Assistant


Angela Knapp Eggers, CVC Chair