

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22<sup>nd</sup> day of January 2020, 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	Y	3	2
Dr. Aaron Pan	Y	3	3
Coco Duckworth	Y	3	3
Tony Freeman	Y	3	2
Sherman Bass	Y	3	2
Paul Borchardt	Y	3	1
Beth Duke	N	3	2
Kevin Hawkins	Y	3	3
Elaine Hays	Y	3	3
Matt Morgan	N	3	1
Phyllis Nickum	N	1	0
Al Patel	Y	1	1
Dilan Patel	Y	1	1
Mina Patel	N	1	0
Stephanie Price	Y	3	2
Vic Ragha	Y	3	2
Mark Shaffer	Y	3	1

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

ITEM 2: Public Forum. There were no guests present.

ITEM 3: General announcements from the Board of Directors

Angela Knapp Eggers reminded everyone of the luncheon to honor the Man and Woman of The Year on January 31<sup>st</sup>. The Laura Bush Institute for Women's Health will have their Day of the Woman on February 13<sup>th</sup>.

Kashion Smith announced that Ashley Gutierrez has taken the position of Membership Director with the Chamber. She introduced the CVC Senior Sales Manager, Lisa Perdue.

Dr. Pan reported that DHDC will have Beerology on February 7<sup>th</sup>. Registration is open for summer camps, there are still spots open for Coding Your Future, and their spring exhibit, Amazing Butterflies, opens February 1<sup>st</sup>.

Stephanie Price reported that PPHM will have their last yoga class this Saturday. Their new exhibit, The Heart is Not Blind will open February 7<sup>th</sup>. The book signing with Michael Grauer has been rescheduled for February 22<sup>nd</sup>. Sponsorships are available for Unveiled in Bloom on April 18<sup>th</sup>.

Gary Molberg reminded everyone of Chamber After Hours tomorrow at Joe's Place. Kevin Hawkins added that the former Joe Daddy's has been renovated as an event venue.

Elaine Hays reported that the citizen-led Executive Committee made their presentation to City Council yesterday. The decision to call the bond will be made in February, the next two council meetings will include public address.

ITEM 4: Minutes. Motion was made by Aaron Pan, seconded by Stephanie Price and unanimously carried to accept the minutes of November 20, 2019.

#### ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that there was \$79,900 in grants awarded to arts groups.

Kashion Smith added that a public calendar has been created for arts groups to refer to for scheduling. Golden Nail has been revamped since one-on-one meetings with Executive Directors, which will now be an exclusive event. The nomination and jury processes will remain the same. Winners will receive their pins at their end-of-season performance. There will be a dinner in May to recognize the winners where they will receive their certificate and crystal. The Golden Touch Award will be based on a deserving nomination.

The Beautification and Public Arts has the process in place for new murals within each city quadrant, each mural will be catalogued. They are also launching a new beautification project, the first one will be funded by the city.

The Airport Art has been changed; it is now the artwork of Dallas Mayer which will be up until mid-April.

Communications Committee – Coco Duckworth reported that at their meeting they discussed monitoring and tweaking of our digital media through Site Improve. The Cheers Trail app through Bandwango is in beta testing. It will expand to a city pass for National Tourism Week. They also discussed the AJR Media Calendar and updating the Threshold 360 tours. The 2020 visitor guide will be available soon.

Convention & Tourism Committee – Dr. Pan reported that their meeting was primarily about the hiring committee, and expansion of the civic center.

Sports Commission – Tony Freeman reported that they have now had their second meeting where they updated the inventory of facilities and contact information for those facilities. They will review a list of events that are booked, pending or lost business. Their next meeting will be April 6<sup>th</sup>.

ITEM 6: Reminder to new members to complete the Public Information Act Certification. Kashion Smith reminded everyone that this is a requirement for all board members since we are paid through tax dollars. Leslie Schmidt suggested that they do training for the Open Meetings Act, and Public Information Act. She recommended this be done by the February meeting.

ITEM 7: Presentation on Hodgetown and monthly STAR Summary. Kashion distributed the Amarillo Lodging Data and went over ADR and RevPAR for October, November and December 2019. She will continue to present this information each month.

Hope Stokes presented data obtained through geofencing attendees at Hodgetown from opening day to the final playoff game collected by using the location service on each device. The total number of attendees tallied was 643,210 but this may include family members and employees at Hodgetown. In their next season we will see if this creates new advertising markets.

ITEM 8: Presentation on AJR and TripAdvisor marketing Calendars. Hope Stokes presented the marketing calendars outlining goals, objectives, audience, channel and markets. She explained targeting methods including contextual, retargeting, TourTX and behavioral, as well as High Impact Unit ad formats.

TripAdvisor is a smaller buy, but with incredible ROI and tracks from looking at an ad until booking.

ITEM 9: Presentation and discussion of Operations and Finance  
Hotel Occupancy Tax – the latest report was not available yet.

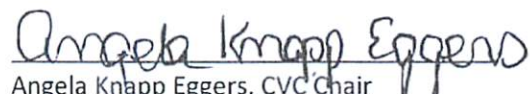
Monthly Financials – Kashion Smith reported that we are being conservative with spending and sticking to budget amounts.

ITEM 10: Discussion on future meeting dates and possible agenda items. The next meeting will be February 26, 2020.

ITEM 11: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,

  
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Mary Ramirez, Executive Assistant

  
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Angela Knapp Eggers, CVC Chair