

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22nd day of April 2020, the Convention and Visitor Council Board met at 8:30 AM via Zoom.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	5	3
Coco Duckworth	Y	5	5
Tony Freeman	Y	5	4
Sherman Bass	N	5	3
Paul Borchardt	N	5	2
Beth Duke	Y	5	3
Kevin Hawkins	Y	5	5
Elaine Hays	Y	5	5
Matt Morgan	N	5	2
Phyllis Nickum	Y	3	1
Al Patel	N	3	2
Dilan Patel	N	3	1
Mina Patel	N	3	1
Stephanie Price	Y	5	4
Vic Ragma	N	5	3
Mark Shaffer	N	5	1

Also present were Leslie Schmidt, Sr. Assistant City Attorney, CVC staff Hollie Hawkins, Tessa Davis, Braley Hand, Hope Stokes, Mary Ramirez

ITEM 1: Call to order. Angela Knapp Eggers called the meeting to order.

ITEM 2: Public Forum. There were no comments.

ITEM 3: General announcements from the Board of Directors

Stephanie Price reported that PPHM has moved their content online, videos are posted daily. They can be found under PPHM at Home, she encouraged everyone to share.

They will also have trivia night every Thursday in May at 5:30 PM via Zoom or similar platform.

Beth Duke reported that the Wayfinding and Signage Committee will be getting \$75,000 from TIRZ which will be used to make downtown more walkable.

Center City will still have their annual Community Market, though it will be different this year. She is researching what other cities are doing. The application deadline has been extended to April 30th.

Elaine Hays reported that the Neighborhood Oversight Committee is working to revitalize the San Jacinto and Barrio areas.

ITEM 4: Minutes. There was not a quorum present.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that since fundraisers and events for the Arts groups have been postponed, they are focusing more on online engagement.

The Golden Nail jury met to select the winners, however there will not be a presentation this spring. The committee will decide their next step, as the budget will be very tight.

The Beautification and Public Art Committee has funding in place for the mural and gabion projects but will not be moving forward yet. The art community has lost a talented artist with the passing of Rachael Edwards.

Communications Committee – Coco Duckworth reported that at their March meeting they discussed analytics and data, heard an update on the Share the Love Media luncheon, and a film opportunity with the History Channel. Hope Stokes added that the opportunity with the History Channel was not possible due to funding.

Convention & Tourism Committee – Kashion Smith reported that the committee is currently seeking a chairperson. Dr. Pan has moved to Texas Tech University, and his replacement, Stephanie Bybee is no longer with AMoA.

Sports Commission – Tony Freeman reported that the economic impact of cancelled sports events for March was over \$129,000, April was \$313,600. One cancellation is the Coors Ranch Rodeo and Cattle Drive.

When asked about Amarillo reopening, Elaine Hays reported that the Civic Center Complex would be in the last stages, smaller sectors will open first but there is no timeline yet. She added that the city council will be meeting with business owners to discuss reopening. These plans will be specific to our area.

ITEM 6: Review Lost Business Report

Stephanie Andrews presented the Lost/Cancelled & Postponed Booking Report for March and April, which totals \$8,873,930. There have been 21 convention/group cancellations as of April 20th, and 4 postponements/rebooking for September – December, which should recover \$862,911.

ITEM 7: Presentation and discussion: CVC Recovery Plan

Kashion Smith presented the Immediate Adjustments: Housekeeping. The actions include collecting restaurant service details and providing 360 and virtual tours of attractions. We have implemented a spending and travel freeze, except for already-contracted expenses, and we will work on refunds for cancellations.

She also presented the STR Reports for March 2020 which shows Occupancy down 23.5%, ADR down 6.2% and Revenue down 27.4%. Lowering the ADR will make recovery harder; it is important to maintain rate integrity.

The countdown date representing opening travel is June 15th, though this date is flexible.

We have rebranded the LEADers program using locals to get leads for conferences they are attending in other cities that could be brought here.

She shared the All in Amarillo video created by Hope Stokes and Tessa Davis which will be posted on Facebook.

ITEM 8: Presentation and discussion of Operations and Finance

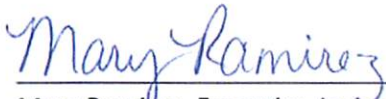
Hotel Occupancy Tax Collections – Kashion Smith reminded everyone that March reflects collections in February. Several hotels are behind in their payments, which was down 11.4%. She added that she is working with Michelle Bonner, Laura Storrs and Sherman Bass to work with hotels through a deferment of HOT payment or discount.

Monthly Financials – Kashion reported that there will be no more spending. We are reaching out to clients with events paid through the Activity Fund to negotiate contracts that have not yet been signed.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting is scheduled for May 27, 2020.

ITEM 10: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Angela Knapp Eggers, CVC Chair
