

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 26<sup>th</sup> day of February 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 | N       | 4                 | 2                     |
| Dr. Aaron Pan       | Y       | 4                 | 4                     |
| Coco Duckworth      | Y       | 4                 | 4                     |
| Tony Freeman        | Y       | 4                 | 3                     |
| Sherman Bass        | Y       | 4                 | 3                     |
| Paul Borchardt      | Y       | 4                 | 2                     |
| Beth Duke           | N       | 4                 | 2                     |
| Kevin Hawkins       | Y       | 4                 | 4                     |
| Elaine Hays         | Y       | 4                 | 4                     |
| Matt Morgan         | Y       | 4                 | 2                     |
| Phyllis Nickum      | N       | 2                 | 0                     |
| Al Patel            | Y       | 2                 | 2                     |
| Dilan Patel         | N       | 2                 | 1                     |
| Mina Patel          | Y       | 2                 | 1                     |
| Stephanie Price     | Y       | 4                 | 3                     |
| Vic Ragha           | Y       | 4                 | 3                     |
| Mark Shaffer        | N       | 4                 | 1                     |

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Daphne Adkins, TX Travel Information Center, CVC Staff Hollie Hawkins, Tessa Davis, Braley Hand and Lisa Perdue.

ITEM 1: Call to order. Stephanie Price established a quorum and called the meeting to order.

ITEM 2: Public Forum – Daphne Adkins reported that the TIC will host a tourism event on May 8<sup>th</sup> for National Tourism Week.

ITEM 3: General announcements from the Board of Directors

Dr. Pan reported that DHDC will have spring break camps and activities. Registration is now open for summer camps.

Stephanie Price reported that PPHM will have a book signing with Michael Grauer. Tickets are on sale for Crafts & Drafts on March 6<sup>th</sup>, and the My Heart is not Blind exhibit is up until May 2<sup>nd</sup>.

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ITEM 4: Minutes. Motion was made by Dr. Pan, seconded by Matt Morgan and unanimously carried to approve the minutes of January 22, 2020.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Kashion Smith reported that Golden Nail will be a more elegant, private event this year for the winners and arts organizations.

Communications Committee – Coco Duckworth reported that there was no meeting in February due to the weather.

Convention & Tourism Committee – Dr. Pan reported that they did not meet either.

Sports Commission – Tony Freeman reported that their next meeting is scheduled for April 6<sup>th</sup>.

ITEM 6: Reminder to new members to complete the Open Meeting Act Certification. Kashion Smith reminded those who have not already done so to complete their certification within 90 days.

ITEM 7: Presentation on AirDNA (Short Term Rental Report). Kashion presented the AirDNA report with information pulled through January 2020. She explained that this information comes from AirBnB, VRBO and Homeaway. Actual addresses are not given, locations are provided in longitude and latitude. She reminded everyone that the short-term rentals do not pay HOT, but the city is working on a contract to enforce payment of HOT.

Data shows that Available Listings rose 77.1%, RevPAR rose 7%, Supply Nights rose 96%, Revenue rose 109.8%.

ITEM 8: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Kashion Smith reported that the numbers are down some, HOT payments are not reflected so the amount may rise when all payments are posted.

Financials – She reported that the numbers look good, we are sticking to our budgeted amounts on line items. We will review amounts at the end of this year to gauge spending for the next year.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting is scheduled for March 25<sup>th</sup>.

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

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Stephanie Price, Acting CVC Chair