

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27th day of May 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	6	4
Coco Duckworth	Y	6	6
Tony Freeman	Y	6	5
Sherman Bass	Y	6	4
Paul Borchardt	N	6	2
Beth Duke	Y	6	4
Kevin Hawkins	N	6	5
Elaine Hays	Y	6	6
Christy King	Y	1	1
Matt Morgan	Y	6	3
Phyllis Nickum	Y	4	2
Al Patel	N	4	2
Dilan Patel	N	4	1
Mina Patel	N	4	1
Stephanie Price	Y	6	6
Vic Ragha	Y	6	4
Mark Shaffer	Y	6	2

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney, Gary Molberg, Amarillo Chamber of Commerce, and CVC staff Kashion Smith, Braley Hand, Stephanie Andrews, Hope Stokes, Hollie Hawkins, Mary Ramirez

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.

ITEM 3: General announcements from the Board of Directors

Stephanie Price reminded everyone of PPHM's Trivia Nights every Thursday. The museum will open to 25% capacity in June.

Beth Duke reported that Center City is spotlighting high school graduates with a banner program. The first virtual Community Market went very well and hopes to move to the Santa Fe Depot in June.

Matt Morgan reported that Amarillo Area Foundation has a discretionary grant fund for organizations whose fundraisers have been cancelled due to the COVID-19 pandemic.

Phyllis Nickum reported that Cowgirls & Cowboys in the West had a busy Memorial Day weekend and have had no push back about facial covering requirements.

Sherman Bass reported that the Civic Center Complex is closed through June. Seventy-five percent of the civic center staff have been helping in other areas, many in public health and transit. July will be

busy with consumer shows which will operate under retail guidelines. The box office will be reopening June 1st.

Elaine Hays reported that the CDC has no data for surface-to-surface spread of COVID-19. The city is hearing interest from companies in other states that are considering relocating to Texas and into Amarillo. Governor Abbott will be holding a press conference today at 2 PM to announce the next phase of reopening.

ITEM 4: Minutes. Motion was made by Stephanie Price, seconded by Coco Duckworth and unanimously carried to approve the minutes of February 26th. Motion was then made by Phyllis Nickum, seconded by Beth Duke and unanimously carried to approve the minutes of April 22, 2020.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the cancellation of fundraising events has been disappointing to the arts community, but they are finding other ways to raise funds such as selling virtual tickets to livestreamed events. The next meeting of the Arts Committee will be September 1st.

The Golden Nail Award winners have been selected. The committee will meet next week to decide how to honor the winners.

Communications Committee – Coco Duckworth commended the CVC staff on being proactive and adapting so quickly to the new climate. Survey numbers look encouraging for future travel to Amarillo, with an anticipated date of June 15th to resume inviting visitors here.

Elaine Hays added the AEDC has a campaign, Amarillo is Open, awarding \$1 million to help up to 200 small businesses with marketing.

Convention & Tourism Committee – Angela Knapp Eggers introduced Christy King, Director of Sales & Marketing at The Barfield, as the new chair of the committee, replacing Dr. Aaron Pan. Christy reported that at their meeting they went over the Lost Business and Recovery Reports, as well as the marketing plan, billboard plans, budget and staff cuts.

Sports Commission – Tony Freeman reported that they are meeting quarterly. The April meeting was cancelled but they plan to meet this summer. The Amarillo Area Rotary Baseball League is cancelled, impacting over 500 kids, but other leagues may be forming. Hollie Hawkins is working on a possible LPGA event here. They're also working on inventory and reasons for losses of sports events in Amarillo.

Beth Duke added that the Eastgate TIRZ has approved a contract with a consultant for bringing sports events here.

ITEM 6: Review Travel Forecasting and Traveler Sentiment. Kashion Smith shared information from a travel research firm, Skift, that one-third of Americans are hoping to travel soon. RentCafe, a marketing software company, named Amarillo as one of two Texas cities on the list of top 20 most resilient small-town destinations.

TravelZoo and STR both show RevPar down for March and April for Amarillo and across the country. STR also shows that TSA checkpoints are down which indicates a strong drive market.

The STR Forecast: US outlook shows 2021 looking stronger and expects 2023 to recover up to 2019 numbers.

She also shared data from National Tourism Week 2020. The AMarillo weekly newsletter was sent to over 5000 people with an Open Rate of 31%. The Click Rate was 7.32%, the most-clicked link was the Route 66 Virtual Tour Map.

Yellow City Certified had 149 views with 15 completing the quizzes. We are looking at the option of having a virtual visitor guide which can utilize 360-degree tours. We are working with Bandwango on city-wide discounts.

ITEM 7: Marketing Update. Hope Stokes presented the Marketing Content Timeline for April through September. She explained that the AJR ad campaigns will remain the same. There have been a couple of new opportunities available to us through a Travel Texas Co-op. We were accepted to receive 2 free spots for an interactive flip ad and video set to launch June 1st.

The campaign with Tour Texas will have the same dollar amount but will be adjusted. She also shared the Travel Texas Video and ad in Route Magazine. We are also looking at the possibility of a billboard co-op sharing a 50/50 percentage with our partners.

ITEM 8: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Kashion Smith reported that HOT is down 43.5% from last month and down 17% for the year.

Monthly Financials – Kashion reported that we have rearranged the marketing budget with no changes to the amount, but the administrative budget will have some changes. The budget will be reevaluated in June.

STR April Report – she went over the Amarillo Lodging Data for April from Smith Travel Research which showed Occupancy down 28.9%, an ADR of \$57.99, and Total Revenue of \$3,382,050.

Gary Molberg added that we are wrapping up our audit and there could be some areas of underspending.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be June 24, 2020.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Angela Knapp Eggers, CVC Chair