

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24th day of June 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	7	5
Coco Duckworth	Y	7	7
Tony Freeman	Y	7	6
Sherman Bass	Y	7	5
Paul Borchardt	N	7	2
Beth Duke	Y	7	5
Kevin Hawkins	Y	7	6
Elaine Hays	Y	7	7
Christy King	Y	2	2
Matt Morgan	Y	7	4
Phyllis Nickum	Y	5	3
Al Patel	Y	5	3
Dilan Patel	Y	5	2
Mina Patel	N	5	1
Stephanie Price	Y	7	7
Vic Ragha	Y	7	5
Mark Shaffer	Y	7	3

Also present were Howard Smith, Mayor Pro Tem, Leslie Schmidt, Sr. Assistant City Attorney, Daphne Adkins, Texas Travel Information Center and CVC Staff Kashion Smith, Braley Hand, Hope Stokes, Hollie Hawkins, Stephanie Andrews, Mary Ramirez

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

ITEM 2: Public Forum.

Daphne Adkins reported that the Texas Travel Information Center will no longer display the six flags, only fly U.S. and Texas flags.

ITEM 3: General announcements from the Board of Directors

Stephanie Price reported that PPHM is now open to 25% capacity, tickets can be purchased online. The museum will not host any programs until August or September. Virtual Trivia Night will be July 16th.

Beth Duke thanked Howard Smith for opening the Community Market as Mayor Pro Tem. The third market of the season is this Saturday at the Santa Fe Depot. The decision has been made to cancel this season of High Noon on the Square.

Phyllis Nickum reported that many of the visitors to Cowgirls & Cowboys are staying in RV's.

ITEM 4: Minutes. Motion was made by Phyllis Nickum, seconded by Tony Freeman and unanimously carried to approve the minutes of May 27, 2020.

ITEM 5: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the Golden Nail committee met to discuss ways to honor the winners such as via Zoom, porch deliveries, presenting at their board meetings or videoing the presentations to be shown at the opening performance of their next season. It will be discussed further at their July meeting.

A Brady Bunch – style video is being made to invite patrons to their next season of the arts. Hope Stokes is producing the video, Chuck Alexander is rewriting the lyrics with an Amarillo message.

The artwork of Janelle Starnes has now been installed at the airport; she is the last of the artists chosen in the last round. The subcommittee will begin the process for the next rotation.

Communications Committee – Coco Duckworth reported that at their June meeting they discussed our ad in Route Magazine, our free ad and video through Travel Texas that Hope secured. Our social media content is doing very well, views are going up. We are entering a co-op with The Big Texan on outdoor billboards which will eventually include other partners. The Bandwango Panhandle Pass is being finalized.

Convention & Tourism Committee – Christy King reported that they did not have a June meeting, since there has not been much change since last month.

Sports Commission – Tony Freeman reported that the commission meets quarterly and will meet again in July. Kid's Inc. and the Rotary Baseball League have cancelled their seasons, Hodgetown will host collegiate baseball.

Howard Smith added that the city has leased the arena on the grounds of the Santa Fe Depot for ice skating and youth hockey.

ITEM 6: Update on Bandwango Panhandle Pass. Hope Stokes shared the artwork for the digital coupon book and shared an example of how to download the pass. It appears as an app on the user's phone, our Panhandle Pass icon will be red cowboy boots. Any partner can participate in the Panhandle Pass, even if they do not charge admission. It currently includes passes to attractions and restaurants, as well as a list of hotels. The Bandwango marketing team will assist us with marketing as part of our social campaign.

ITEM 7: Review Virtual Visitor Guide option from Travel Mindset. Kashion Smith reported that going to a virtual visitor guide could save approximately \$50,000. We will still use the 2019 visitor guide for mail outs. This is being done through the services of Travel Mindset. Their content creator will help with influencers and travel writers.

Braley Hand shared an example of the virtual visitor guide. It will be on our website and emailed to those that submit their email address. This will be a good itinerary-building tool.

ITEM 8: Update on WRCA 2020 Event. Stephanie Andrews reported that they are moving forward with the rodeo in November. Ticket sales started June 1st and sold twice as many on opening day 2020 as on opening day 2019. The final decision for the rodeo will be made in September.

ITEM 9: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Kashion Smith reported that April’s collections were down 73.9%, YTD amount is down 24.1%.

Monthly Financials – Kashion reported that the only money being spent is on contracted expenses, we are waiting on final projections. The budget has already been scaled down from \$1.9 million to \$1.6.

Hollie Hawkins is now managing all the sales markets now. There is one convention still planned to be held in July, which will be the first since the pandemic. We will share an update at the next meeting.

STR May Summary – Kashion reported that the occupancy rate is not bad, but the rates are down. The Amarillo market is holding stronger than the national average.

ITEM 10: Discussion on future meeting dates and possible agenda items. The next meeting will be held on July 22, 2020.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Angela Knapp Eggers, CVC Chair