

State of Texas

County of Potter

City of Amarillo

MINUTES

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

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	8	6
Coco Duckworth	Y	8	8
Tony Freeman	N	8	6
Sherman Bass	Y	8	6
Paul Borchardt	N	8	2
Beth Duke	Y	8	6
Kevin Hawkins	N	8	6
Elaine Hays	Y	8	8
Christy King	y	3	3
Matt Morgan	Y	8	5
Phyllis Nickum	Y	6	4
Al Patel	Y	6	4
Dilan Patel	Y	6	3
Mina Patel	N	6	1
Stephanie Price	Y	8	8
Vic Ragha	Y	8	6
Mark Shaffer	Y	8	4

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, Hollie Hawkins, Stephanie Andrews, Hope Stokes, 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

Hollie Hawkins announced that she has accepted a job with the AEDC and will be leaving the CVC.

Wednesday, the 29th will be her last day.

Beth Duke reported that last Saturday's Amarillo Community Market saw about 900 attendees. Normal hours are 9-1, but due to the heat will be shortened to 9-12.

Elaine Hays reported that the Citizens Charter Committee has made some recommendations for the city council which will be on their next agenda. The suggested changes are four-year, staggered terms and reducing the number of meetings to 24 per year.

Elaine also gave an update on the statues in Elwood park, some are being returned to their donors and one will go to the war memorial.

Sherman Bass reported that the civic center is now back to full staff and has begun having events with safety protocols in place. Trade shows fall under the retail guidelines, banquets under restaurant guidelines.

ITEM 4: Minutes. Motion was made by Sherman Bass, seconded by Beth Duke and unanimously carried to approve the minutes of June 24, 2020.

ITEM 5: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the committee has not met, but there have been conversations regarding airport art and Golden Nail.

Sherman added that the Beautification and Public Arts Committee has suspended the mural grants program due to COVID-19. Previous applicants will be notified so they can reapply.

Communications Committee – Coco Duckworth reported that Bandwango is almost ready to launch which will supplement or replace the coupons in the visitor guide. There are currently ten partners, and more are expected. User numbers on our website are good and continue to increase.

Convention & Tourism – Christy King reported that we are working on a virtual, interactive visitor guide for next year. They also went over the Lost and Cancelled Report and STR Report. The committee agreed to meet bi-monthly, so their next meeting will be September 9th.

ITEM 6: Update and discussion on CVC structural changes. Kashion Smith announced that effective October 1st the CVC is moving out from under the Chamber of Commerce. Details are still being discussed on whether the CVC will be a stand-alone entity or a city department. The CVC will remain in the Bivins Mansion and will still partner with the chamber. Board members whose terms expire will not be replaced.

She added that our mission will stay the same, we will still be funded by HOT with the same budget format and will continue the LEADers program. An emergency board meeting may be needed to finalize the decision.

The consensus was that a stand-alone entity is preferable so that we can act independently and set our own structure. Money paid to the chamber for partial salaries would go back into our budget. Our projected budget for 2020-21 is \$887,000. The City Manager will discuss at the next city council meeting.

There was some discussion as to how this would affect the TPID. This move will have no effect, the CVC will have a non-voting, ex-officio position on the TPID board so as not to duplicate advertising efforts and to maintain the Amarillo brand. The TPID is a stand-alone entity in charge of their own structure.

It was noted that we have been a CVC since 1982 and will go back to a CVB in October.

ITEM 7: Presentation on Hotel Occupancy Tax 101. Kashion Smith explained that this is a tax charged to travelers when they rent sleeping rooms for stays less than 30 days. The taxes charged are a state tax of 6%, city tax of 7% and 2% venue tax.

Use of these funds must meet two criteria: first is to directly promote tourism as well as the convention and hotel industry. The second criteria have nine categories, some of which include maintenance of a visitor or convention center, attendance boosters, arts marketing grants, sponsorships, and signage to direct tourists.

ITEM 8: Presentation and discussion of Operations and Finance.

Hotel Occupancy Tax – Kashion Smith reported that the school start date and cancellation of the Balloon Fiesta will impact our drive markets. All hotels are now open. Our bond payment to Hodgetown and parking garage will be made, that payment will increase next year.

Monthly Financials – Kashion reminded everyone that we are not spending any money that has not already been contracted. Its challenging working in arears, and we hope to be able to operate in a current budget if we become independent.

STR May Summary – she reported that occupancy is still down but show signs of going back up.


ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be August 26, 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