

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 26th day of August 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 | 9 | 7 |
| Coco Duckworth | Y | 9 | 9 |
| Tony Freeman | Y | 9 | 7 |
| Sherman Bass | Y | 9 | 7 |
| Paul Borchardt | N | 9 | 2 |
| Beth Duke | Y | 9 | 7 |
| Kevin Hawkins | Y | 9 | 7 |
| Elaine Hays | Y | 9 | 9 |
| Christy King | Y | 4 | 4 |
| Phyllis Nickum | Y | 7 | 5 |
| Al Patel | N | 7 | 4 |
| Dilan Patel | Y | 7 | 4 |
| Mina Patel | Y | 7 | 2 |
| Stephanie Price | Y | 9 | 9 |
| Vic Raha | Y | 9 | 7 |
| Mark Shaffer | N | 9 | 4 |

Also present were Leslie Schmidt, Sr. Assistant City Attorney, Douglas Clark, Amarillo Globe News, Laura Storrs, Assistant City Manager, Floyd Hartman, Director of Capital Projects & Development Engineering, Jared Miller, City Manager, Gary Molberg and CVC staff Kashion Smith, Hope Stokes, Braley Hand and Mary Ramirez

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

ITEM 2: Public Forum. Floyd Hartman gave an outline of the steps and important dates in the process of constituting a Convention and Visitor Bureau. The first step will be finalizing the budget and establishing a board, which will be reduced from the current 17 members to 9. All the current board members are eligible to apply to be on the new board.

The next step will be to gather input to present to the city council, along with Articles of Inclusion for the new board. We are on the city council agenda for September 8th.

Other important dates will be September 22nd for affirmation of our budget and contracts for legal services. We will be an operational entity effective October 1st and the new board will meet.

The responsibilities of the board will change to a governing board instead of advisory and will have a slate of officers to manage the CVB.

The existing board's final meeting will be on September 16th to approve the budget so it can be presented to city council the following week.

ITEM 3: General announcements from the Board of Directors

Beth Duke reported that the Community Market has drawn an average of 800-1000 people, with safety protocols in place. Center City's long-standing events have been cancelled for this year, but creative things are in the works at Hodgetown.

ITEM 4: Minutes. Motion was made by Stephanie Price, seconded by Vic Ragma and unanimously carried to approve the minutes of July 22, 2020.

ITEM 5: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that they have made their first Golden Nail Award presentation with Beth Duke presenting Chip Chandler's award through HPPR. All awards will be presented individually.

New members on the Arts Committee are Stephanie Bybee and Suzanne Wheeler, the new chair of the committee is Eric Barry.

Artwork by the last artist of the Airport Art rotation will be coming down soon. Jim Livingston's photo exhibit will go up while the committee goes through the process of selecting new artists.

The Arts Committee will resume meetings this fall via Zoom.

Communications Committee – Kashion Smith reported that they have also voted to have bi-monthly meetings for the time being and will be held on the same schedule as the C&T Committee meetings.

Contention & Tourism Committee – Christy King reported that their next meeting is September 9th.

ITEM 6: Presentation on Local HOT Collection and Distribution: Laura Storrs. Kashion Smith introduced Laura Storrs, Assistant City Manager over Finance. Laura explained that the Hotel Occupancy Tax rate is 7%. Of that amount, 3.5% goes toward debt service for the parking garage, Hodgetown and Civic Center operations and improvements, 3% goes to the CVC, with the remaining 0.5% for CVC activities.

The Venue District Tax is 2%. It is separate from the HOT and is controlled by the Event Venue District for use to assist with events at the Tri-State Fairgrounds and was used for the expansion of the north end of the Civic Center.

The CVC's debt service requirements started at \$750,00 for 2019/20, go up to \$1,000,000 for 2020/21 and will go up to \$1,050,000 until paid off. The parking garage debt will be paid in 2043, Hodgetown in 2048.

The CVC budget is based on projections of the amount of HOT collected, True-up is the actual collected amount but takes two years to be applied.

Most hoteliers are submitting their tax payments, but some are not which requires the city to take action. The administrative cost of MuniServices is a set fee with a five-year contract. An RFP will be issued when it is time to renew their contract.

ITEM 7: Review and Discuss 2020.21 CVC Budget. Kashion Smith reported that currently the 2021 budget is at \$910,307. The final budget will be decided at the September 16th board meeting and amendments can be made by the new board.

She went over the amounts budgeted for each department and reminded everyone that two staff members were cut, another staff member left of her own accord.

Most memberships in professional organizations have been cut or rolled over to next year, and specialty promo items will not be reordered until our current supply is depleted. We are also decreasing the areas of distribution for our visitor guide. It has also become necessary to make deep cuts to the Golden Nail Awards and eliminate the arts marketing grants.

The city has received state and federal funding, but the uses are very restrictive and cannot be used to replace revenue.

ITEM 8: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Kashion reported that collections for the month are down 40.5% and 30.2% for the year.

Monthly Financial – Kashion reminded everyone that we are only paying for contracted expenses and have worked to minimize contracts.

STR July Summary – She shared the Amarillo Lodging Data for July 2020 which showed that our occupancy is down 11.1% from July 2019, ADR is down 15.6%, and RevPAR is down 24.9%.

We will consider working with Texas Association of Campground Owners and THLA to collect HOT on short-term rentals, RV Parks and VRBO's.


ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be one week earlier on September 16, 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