

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 18<sup>th</sup> day of November 2020, the Convention and Visitor Bureau Board met at 8:30 AM via Zoom.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	3	3
Vic Ragha	Y	3	3
Phyllis Nickum	Y	3	3
Beth Duke	Y	3	3
Bobby Lee	Y	3	3
Christy King	Y	3	3
Diane Baker	Y	3	3
Elaine Hays	Y	3	3
Jason Fenton	N	3	2
Payal Nathu	Y	3	3
Sherman Bass	Y	3	3

Also present were Leslie Schmidt, Sr. Assistant City Attorney and CVB staff Kashion Smith, Hope Stokes, Stephanie Andrews and 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

Kashion Smith announced that effective Monday, November 23<sup>rd</sup> through January 4<sup>th</sup>, the CVB staff will be working virtually.

Elaine Hays reported that at yesterday's city council meeting, a committee was created to review the use of public/private funding for expansion of the Civic Center.

ITEM 4: Minutes. Motion was made by Phyllis Nickum, seconded by Diane Baker and unanimously carried to approve the minutes of November 4, 2020.

ITEM 5: Consideration and approval: CVB Mission Statement, Vision and Values.

Mission Statement - Angela Knapp Eggers reported that she researched eight other entities as examples to create our Mission Statement. Everyone liked the "Boots on the Ground" as a sign of hospitality and the mention of memories ties into our partnership with the Alzheimer's Association.

Motion was made by Elaine Hays, seconded by Phyllis Nickum and unanimously carried to adopt the Mission Statement.

Vision – Vision was defined as the journey to achieve your mission. After discussion, it was agreed to make "lifestyle" plural to better represent Amarillo's arts, not just our western heritage. The word exemplary was replaced with diverse for the different facets of our economy, and the last sentence was removed.

Motion was then made by Elaine Hays, seconded by Vic Ragha and unanimously carried to accept the edited Vision Statement.

Values – The core of the Mission and Vision Statements. The six values were discussed, and some edits were made.

Motion was made by Elaine Hays, seconded by Diane Baker and unanimously carried to approve the Values Statement with edits. The Mission Statement, Vision Statement and Values Statement will be posted on our website.

ITEM 6: Consideration and approval: CVB Bylaws. There was much discussion regarding the appointment of seats on the CVB board. Kashion will work with Bryan McWilliams and Leslie Schmidt and research further. Motion was made by Vic Ragha, seconded by Payal Nathu and unanimously carried to table discussion until the next meeting.

ITEM 7: Consideration and approval: Executive Director Hiring Policy. There have been several edits to the hiring policy. There was discussion regarding the Hiring Committee receiving the applications, conducting interviews and narrowing it down to three to four candidates to then present to the board for motion. If the board does not approve any candidates, the process will go back to the Hiring Committee.

The Hiring Committee should consist of seven members including four hotel owners, two attractions and the CVB Board President.

There could not be a motion to approve since the Hiring Committee is already formed, only the policy can be approved. The hiring policy will be reevaluated with feedback returned by December 2<sup>nd</sup>.

Motion was made by Phyllis Nickum, seconded by Diane Baker and unanimously carried to table discussion until next month's meeting.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting is scheduled for December 16, 2020, one week early due to the Christmas holiday. On that agenda will be the CVB's Organizational Chart.

ITEM 9: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez  
Executive Assistant



Angela Knapp Eggers  
CVB Board President