

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27th day of January 2021, 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	5	5
Vic Ragha	Y	5	5
Phyllis Golden	Y	5	5
Beth Duke	Y	5	5
Bobby Lee	Y	5	5
Christy King	Y	5	5
Diane Baker	Y	5	5
Elaine Hays	Y	5	5
Jason Fenton	Y	5	4
Payal Nathu	Y	5	5
Sherman Bass	Y	5	5

Also present were Dr. Walter Wendler, President of WTAMU, and Mark Hodges, President of the Texas Heritage Foundation. Also present were Leslie Schmidt, Sr. Assistant City Attorney, and Paul Dees, General Manager of Four Points by Sheraton.

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 reported that she is still working with the city regarding the appointment of board seats and hopes to have answers by February's meeting.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Vic Ragha and unanimously carried to approve the minutes of December 16, 2020.

ITEM 5: Presentation: Dr. Walter Wendler. Dr. Wendler reported that plans are underway to combine the Texas Panhandle Heritage Foundation, Panhandle-Plains Historical Society, and the Panhandle-Plains Historical Museum into the Cultural Foundation of the Texas Panhandle (CFTP) with a board that reports to WTAMU through a single Executive Director.

Mark Hodges, President of the Texas Heritage Foundation, added that this is a three-year pilot program that they hope to make permanent. Staff members for the play TEXAS are back at work, and ticket sales are going well.

ITEM 6: Update on Wayshowing Signage: Beth Duke and Braley Beck. Braley Beck presented information on the Downtown Wayshowing Signs. There will be a total of 36 signs which will point to 11 places in downtown and feature information on attractions and Amarillo history.

Beth Duke reported that this began with the designation as a Cultural Arts District which enabled Center City to apply for the \$75,000 matching grant through Texas Commission on the Arts. The funds were matched by TIRZ.

ITEM 7: Consideration and Action: Motion from Executive Director Hiring Committee. On behalf of the Executive Director Hiring Committee, motion was made by Angela Knapp Eggers, seconded by Christy King and Payal Nathu and unanimously carried to name Kashion Smith as Executive Director of the Convention and Visitor Bureau.

ITEM 8: Update: Financials and HOT Collections.

Financials – Kashion Smith reminded everyone that financials for October and November were included in their meeting packet. The audit is wrapping up and we should know our true-up amount soon.

HOT – Collections are pacing well, only down 2.2% YTD.

ITEM 9: Staff Reports

Kashion Smith shared reports from the Smith Travel Research for December 2020. RevPAR was down 20.5% from YTD 2019, but is still better than the national average. Traveling nurses helped keep our occupancy up, but there is no HOT collection on rooms booked for more than 30 days.

Braley Beck shared the 2021 virtual visitor guide, which is set to launch this week. Going virtual saved approximately \$40,000 on printing costs. There is also a QR Code on the CVB's new business cards which links to the virtual visitor guide.

Stephanie Andrews went over the Master Calendar for Sales and Servicing, and the Cancelled Leads Report due to COVID. She also gave an update on WRCA. Their number of attendees was not down as much due to the addition of two performances.

Hope Stokes went over the Amarillo Leisure Campaign Report from AJR for November 2019 – October 2020, which showed almost 13 million impressions delivered, 531,095 engagements, 39,482 clicks and an average time on site of 1:34. She added that Amarillo won the Best Place to Live Like an Old West Cowboy by True West Magazine 2021.

ITEM 10: Discussion: Volunteers for Strategic Planning Sub-Committee. Kashion Smith reported that Diane Baker has agreed to head the committee. Other committee members will be Angela Knapp Eggers, Phyllis Golden and Jason Fenton.


ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be February 24, 2021.

ITEM 12: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez  
Executive Assistant



Angela Knapp Eggers  
CVB Board President