

STATE OF TEXAS  
COUNTIES OF POTTER  
AND RANDALL  
CITY OF AMARILLO

On the 15<sup>th</sup> day of June, 2020, the Amarillo-Potter Events Venue District Board of Directors met at 8:30 a.m. in regular session via video conference and in the Council Conference Room, located on the third floor of City Hall at 601 South Buchanan Street, Amarillo, Texas.

VOTING MEMBERS	PRESENT	NO. OF MEETINGS ATTENDED	NO. OF MEETINGS HELD SINCE APPOINTMENT
Terry Wright, President	Yes	47	50
Dale Williams, Vice-President	No	13	16
Tod Mayfield, Secretary	Yes	8	10
Vance Reed	Yes	28	50
Cliff Bickerstaff	Yes	4	7
Alberto Rios	Yes	3	3
Dipak Patel	Yes	1	3

Also in attendance were the following:

Laura Storrs	Assistant City Manager, City of Amarillo
Leslie Schmidt	Senior Assistant City Attorney, City of Amarillo
Jan Sanders	Assistant City Secretary, City of Amarillo
Sherman Bass	Civic Center Manager, City of Amarillo
Virgil Bartlett	General Manager, Amarillo Tri-State Exposition
Hollie Hawkins	Sales Manager-Association, Amarillo Convention and Visitor Council

Mr. Wright established a quorum, called the regularly scheduled meeting of the Amarillo-Potter Events Venue District Board of Directors to order at 8:35 a.m. and the following items of business were conducted:

Public Address: There were no comments.

ITEM 1: Consider Minutes. Mr. Wright presented the minutes from the March 17, 2020 meeting. A motion was made by Mr. Mayfield and seconded by Mr. Reed to approve the minutes as written. Voting AYE were Board members Bickerstaff, Mayfield, Patel, Reed, Rios, and Wright; voting NO were none; the motion carried by a 6:0 vote of the Board.

ITEM 2: Consideration of request to participate in the Event Trust Fund by the United States Team Penning Association Finals (USTPA). ITEM 3: Consideration of Economic Impact Research Proposal. Ms. Storrs advised the United States Team Penning Association Finals (USTPA) has submitted a site selection request for participation. Ms. Storrs stated in regards to Item 3, the economic impact, Highland Market Research LLC proposes a comprehensive economic impact analysis, which will cost \$7,500. Ms. Storrs recommended considering Agenda Items 2 and 3 together. The state has an event trust fund which this board has participated in the past, and through this process, a refund of approximately \$100,000 in state sales tax dollars was received. Ms. Storrs reminded the board they had previously approved a \$35,000 budget for the USTPA in the March, 2020 meeting, and this event would be a good event to qualify for the Event Trust Fund. A motion was made by Mr. Mayfield to approve the request to participate in the Event Trust Fund by USTPA, and for Highland Market Research to conduct an economic impact analysis. Motion was seconded by Mr.

Reed. Voting AYE were Board members Bickerstaff, Mayfield, Patel, Reed, Rios, and Wright; voting NO were none; the motion carried by a 6:0 vote of the Board.

ITEM 4: Consider update on request to participate in the Event Trust Fund by the West Texas Cutting Horse Association. ITEM 5: Consider update on Economic Impact Research Proposal. Mr. Wright stated Item 4 and 5 would be considered together. Mr. Wright reminded the board of their previous approval to pursue the analysis for the West Texas Cutting Horse Association with the stipulation the board would review the preliminary findings to determine the event will be profitable before pursuing a full analysis. Ms. Storrs stated Highland Market Research LLC does not feel the event will qualify and is recommending not going forward with participation in the Event Trust Fund or conducting the economic impact study. A motion was made by Mr. Mayfield to forgo participation in the Event Trust Fund by the West Texas Cutting Horse Association, and forgo the participation in the economic impact study. Motion was seconded by Mr. Patel. Voting AYE were Board members Bickerstaff, Mayfield, Patel, Reed, Rios, and Wright; voting NO were none; the motion carried by a 6:0 vote of the Board.

There being no further business, Mr. Wright adjourned the meeting at 8:48 a.m. This meeting was recorded and all comments are on file with the City Secretary's Office.

ATTEST:

  
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Tod Mayfield, Secretary

  
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Terry Wright, President