

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28th day of July 2021, the Convention and Visitor Bureau Board met at 8:30 AM in the Bivins House, 1000 S. Polk.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	11	11
Vic Ragha	N	11	9
Phyllis Golden	Y	11	11
Beth Duke	N	11	10
Bobby Lee	Y	11	10
Coco Duckworth	N	1	0
Freda Powell	Y	1	1
Jason Fenton	Y	11	10
Payal Nathu	Y	11	11
Sherman Bass	Y	11	11

Also present was Leslie Schmidt, Sr. Assistant City Attorney and Laura Storrs, Assistant City Manager.

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.

Bobby Lee gave an update on events at Starlight Ranch, such as Hey Amarillo Beer Fest, Fajita Festival and Spin Doctors Concert benefitting the United Way.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Freda Powell and unanimously carried to approve the minutes of June 23, 2021.

ITEM 5: Action: Approve New Board Members. Motion was made by Freda Powell, seconded by Bobby Lee, and unanimously carried to accept Coco Duckworth as a new board member.

ITEM 6: Presentation by Laura Storrs: Short Term Rentals. Laura shared a sample of the letter that was sent to owners of short-term rental properties. One hundred fifty-three letters were sent on February 26th, representing 187 properties. The letter explains the purpose of the Hotel Occupancy Tax and asks them to begin remitting by April 10th. The information also contains instructions for registering their properties and how to submit their monthly returns. They are required to file even if they have no revenue. So far, six properties have responded.

There was more discussion on how to include the property owners into our committees. One suggestion was a reception and orientation. We will also consider their having a seat on the board.

ITEM 7: Update: Relief Funding Request. Laura Storrs gave an update on the status of our request for relief funding, which is expected to go before city council on August 10th.

Due to strict eligibility requirements, the amount received will likely be less than requested, possibly in the amount of \$350,000. We will revise our request to hopefully increase our amount received.

ITEM 8: Discussion and Action: Process for Budget Approval with Finance Committee schedule. Angela Knapp Eggers announced that Braley Beck has been promoted to Director of Finance for the CVB. Work has already begun on the next budget.

A Budget Committee has been formed, including Angela Knapp Eggers, Vic Ragma, Phyllis Golden and Sherman Bass. A meeting will be set soon so that it can be discussed at the August board meeting.

ITEM 9: Treasurer's Report. Braley Beck reported that she is working on solidifying the budget and is waiting on access to PowerPlan. She added that she has already begun basic requests for funding through other avenues. These funds can be used to start events that will benefit the CVB.

She reminded everyone that money has been transferred from the tourism budget into the marketing budget for the ad campaign targeting travelers to the Albuquerque Balloon Fiesta.

ITEM 10: Announcement: New Staff Member. Angela Knapp Eggers introduced Christy King as Director of Tourism for the CVB.


ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting date will be August 25th. Agenda items will include an update on policies and procedures, and our 501(c)(3) status.

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