

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 25th day of August 2021, the Convention and Visitor Bureau Board met at 8:30 AM in the Board Room of the Bivins Home, 1000 S. Polk.

| Voting Member       | Present | No. Meetings Held | No. Meetings Attended |
|---------------------|---------|-------------------|-----------------------|
| Angela Knapp Eggers | Y       | 12                | 12                    |
| Vic Ragha           | Y       | 12                | 10                    |
| Phyllis Golden      | N       | 12                | 11                    |
| Beth Duke           | Y       | 12                | 11                    |
| Bobby Lee           | Y       | 12                | 11                    |
| Coco Duckworth      | Y       | 2                 | 1                     |
| Freda Powell        | Y       | 2                 | 2                     |
| Jason Fenton        | N       | 12                | 10                    |
| Payal Nathu         | N       | 12                | 11                    |
| Sherman Bass        | N       | 12                | 11                    |

Also present were Howard Smith, City Councilmember and Leslie Schmidt, Sr. Assistant City Attorney

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

Beth Duke reminded everyone that there are only three Community Markets left, the last one will be September 11<sup>th</sup>.

Kashion Smith shared a few of the gift items that will be given to attendees of the Texas Travel Alliance, arriving September 11<sup>th</sup> and 12<sup>th</sup>. She gave an overview of their itinerary, including the steak-eating challenge at the Big Texan. She asked for volunteers to be on a team. She, Vic, Hope and Freda will be a team.

Kashion will share the schedule. Any board members that want to register for the conference, the CVB will pay their registration. We will also provide name tags for our board members. Attendance is usually 250-300 people; registration is now at 125.

Bobby Lee gave an update on events at Starlight Ranch, such as Elton John Tribute Band and the Spin Doctors, and the Up in the Air for Family Care Balloon Festival.

ITEM 4: Minutes. Motion was made by Bobby Lee, seconded by Freda Powell, and unanimously carried to approve the minutes of July 28, 2021.

ITEM 5: Update and Possible Action: Requested Funding. Kashion Smith distributed a handout showing the proposed use of the Rescue Act Funding. Our original request was \$810,000 and we qualify for \$350,000 for lost revenue. The final decision should be made by October 12<sup>th</sup>.

Motion was made by Coco Duckworth, seconded by Vic Ragha, and unanimously carried to approve the expenditures.

ITEM 6: Presentation and Action: FY 2021.22 CVB Budget. Kashion distributed the proposed 2021.22 CVB Budget. She pointed out that there will be one more staff person. There was an increase in the marketing budget for a more robust package with Madden Media, to expand co-ops with our partners, geofencing and more research.

Some staff travel is back, specifically TSAE which works well for us, there is funding for the Event Impact Calculator and FAM visits.

Motion was made by Coco Duckworth, seconded by Vic Ragha, and unanimously carried to approve the FY 2021.22 CVB Budget.

ITEM 7: Discussion and Action: Staff review process. Kashion Smith reminded everyone that staff reviews will be done in September. She will do performance reviews of each staff member; the Board of Officers will do her review. There will be a report on the reviews in the October meeting.

ITEM 8: Update: Office Policies and Procedures. Braley Beck distributed and presented the Table of Contents, a link to the entire handbook was included in the meeting reminder.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be September 22<sup>nd</sup>. Board meetings cannot be through Zoom unless the governor grants an extension. Just as an option, we will look for a larger meeting space.

ITEM 10: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez  
Executive Assistant



Angela Knapp Eggers  
CVB Board President