

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 16th day of February 2022, 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	3	3
Vic Ragha	Y	3	3
Phyllis Golden	Y	3	3
Beth Duke	Y	3	3
Bobby Lee	Y	3	3
Coco Duckworth	Y	3	3
Freda Powell	N	3	2
Jason Fenton	Y	3	2
Payal Nathu	Y	3	3
Sherman Bass	N	3	1
Al Patel	Y	1	1

Also present were Howard Smith, City Council Member, Leslie Schmidt, Sr. Assistant City Attorney.

ITEM 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order. Kashion Smith introduced Jackie Phommahaxay, Marketing Manager for the CVB, and welcomed Al Patel, new CVB Board member.

ITEM 2: Public Forum. There were no comments.

ITEM 3: General Announcements from the Board of Directors

Christy King announced that we are starting the Ambassador Program through local influencers and using strong social media to spread our message. The program is set to launch in May during National Tourism Week.

Beth Duke reported that Center City will host the first annual Mural Run on April 23 to showcase the mural programs. The title sponsor is Underwood Law Firm.

ITEM 4: Minutes. Motion was made by Vic Ragha, seconded by Phyllis Golden, to approve the minutes of November 17, 2021.

ITEM 5: Financial Report. Braley Beck reported that the budget is still a work in progress, however the new accounting software will make next year's reporting much more accurate.

She explained that our budget works off the projected amount of HOT one year, the second year is based on the collected amount, and the third year is what we actually receive after the annual audit is completed. We are working to change that so we can operate off actual funds, not a projected amount.

The ARPA funds and transfer from reserves have not been received yet. The arts marketing grants process starts soon.

ITEM 6: Update and Discussion: The Great Outdoors Fund. Kashion Smith reported that BNSF will not pay for upgrades on the trestle, even though it is almost 100 years old. They will loan a grant writer to apply for grants for improvements to the infrastructure.

ITEM 7: Review and Possible Action: 2022 Strategic Plan. Kashion Smith reminded everyone that the Strategic Plan had been reviewed at the last meeting and has been completed and posted.

Motion was made by Phyllis Golden, seconded by Jason Fenton, and unanimously carried to accept the 2022 Strategic Plan as presented.

ITEM 8: Update on Hotel Owners Meetings. Vic Ragha reported that they met on February 9th and discussed the contract with Avenue Insight, formerly Muniservices, has expired and a new contract is now in procurement.

Also at the meeting were guest speakers from TX Workforce Commission, Catholic Charities of the TX Panhandle, and Refugee Services of Texas to address ways to help refugees wanting jobs in the hospitality industry. TX Workforce has created an incentive program for childcare, but transportation is still an issue to be worked on. A hotel-specific job fair will be planned.

ITEM 9: Review and Discussion: EOY Smith Travel Research Report. Kashion Smith distributed and presented the STR Report with comparisons for years 2019-2021. Numbers show that 2021 was even better than 2019. We have a strong ADR and corporate travel is starting to pick up.

ITEM 10: Discussion on future meeting dates and possible agenda items. The next meeting date is March 23, 2022.

ITEM 11: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President