

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 23rd day of March 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	4	4
Vic Ragha	N	4	3
Phyllis Golden	Y	4	4
Beth Duke	N	4	3
Bobby Lee	Y	4	4
Coco Duckworth	Y	4	4
Freda Powell	Y	4	3
Jason Fenton	Y	4	3
Payal Nathu	Y	4	4
Sherman Bass	Y	4	2
Al Patel	N	2	1

Also present were Howard Smith, City Council Member, Leslie Schmidt, Sr. Assistant City Attorney, Eric Barry, Arts Committee Chair.

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 announced that we have rebranded our boot pins. The CVB has had plastic black and gold pins since 1974. The new pins are now red metal and will be revealed during National Tourism Week.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Bobby Lee, and unanimously carried to approve the minutes of February 16, 2022.

ITEM 5: Financial Report. Braley Beck shared the Monthly vs YTD Comparative Income Statement comparing February 2022 vs October 2021 through February 2022. There are still some discrepancies having to do with new software. Kashion will be meeting with the city in April to discuss ARPA funds.

Kashion shared the STR Report for February 2022. Occupancy was down slightly, but RevPar and ADR were up.

ITEM 6: Action: Arts Organizations Marketing Grants. Angela introduced Eric Barry, Chair of the Arts Committee. He reported that the applications received totaled \$127,950, the budgeted amount is \$80,000. The sub-committee met to review each application and the amounts awarded totaled \$79,950.

Motion was made by Freda Powell, seconded by Bobby Lee, and unanimously carried to approve the spending of \$79,950 in marketing assistance funding as presented.

The next marketing grants process will be in the fall.

ITEM 7: Update and Discussion: Route 66 Centennial. Kashion reminded everyone that the centennial will be in 2026, but festivities will begin as early as 2023. Governor Abbot has appointed Bobby Lee and Richard Ware to be chairs for Texas, which will be June 3-10, 2023, and will include merchants and smaller cities.

ITEM 8: Discussion: Founders Book. Kashion explained that she would like to start a Founders Book, partly to honor former board member, Diane Baker, and to give to new board and CVB staff members. She asked if everyone would write a couple of paragraphs about their time with the CVB.

ITEM 9: Staff Reports:

a. Sales and Servicing – Stephanie Andrews, Director of Client Services, and Amy Tarr, Director of Sales shared their LEADers presentation that they share with locals to enlist their help in pursuing leads for meetings or conferences that could be brought to Amarillo.

They have been conducting visits with our hotel partners twice a year by each section of the city.

They gave an update on the conferences, both recently here and upcoming, and gave reports on trade shows they have recently attended.

They also shared a picture of the new backdrop, a backlit picture of Cadillac Ranch.

ITEM 10: Discussion on future meeting dates and possible agenda items. The next meeting will be April 27, 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