

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 17th day of November, 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	2	2
Vic Ragha	Y	2	2
Phyllis Golden	Y	2	2
Beth Duke	Y	2	2
Bobby Lee	Y	2	2
Coco Duckworth	Y	2	2
Freda Powell	Y	2	2
Jason Fenton	N	2	1
Payal Nathu	Y	2	2
Sherman Bass	N	2	1

Also present were Howard Smith, City Councilmember, 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 announced that Center City is hosting the members of the Texas Historical Commission on December 2<sup>nd</sup>. Amarillo is one of five sites chosen to develop a statewide historical preservation plan.

December 3<sup>rd</sup> is Center City's Reverse Electric Light Parade from 6-8 PM, with Santa from 4-6.

Bobby Lee reported that the Laser Light Show will be at Starlight Ranch November 18<sup>th</sup> – 21<sup>st</sup>. The Big Texan will have their Thanksgiving Day buffet.

Angela Knapp Eggers thanked the CVB for the Thanksgiving cookies and copies for everyone of Eric Miller's book, 100 Things to do in Amarillo Before You Die.

Payal Nathu reminded everyone of the Ribbon Cutting and Grand Opening tomorrow for the Fairfield/Four Points.

ITEM 4: Minutes. Motion was made by Freda Powell, seconded by Bobby Lee, and unanimously carried to approve the minutes of October 27, 2021.

ITEM 5: Financial Report. Braley Beck reported that the reports received from the city are preliminary due to the audit and could change. Kashion Smith added that she will meet with auditors today, we may have an independent audit next year.

ITEM 6: Committee Update: Communications, Coco Duckworth. Coco reported that the committee received a good depiction of working with Madden Media with an early look at the new dashboard,

which will be shared with the board in January. Our advertising campaigns continue to score well above the industry benchmark.

Kashion reminded everyone that in 2019, Amarillo took in \$912 million from tourism. We now have direct flights on Allegiant Airlines to Austin and Las Vegas. The airline has expressed interest in working with travel writers, influencers, and group travel.

We are working on a co-op program with a 50/50 match for kiosks in partner hotels by Spring Break.

ITEM 7: Update: City Council 11/9/2021. Kashion reported that City Council approved our budget amendment of taking \$250,000 from our reserves. She has already let them know that we will be making a second request for ARPA funds.

They also approved the board appointment of Al Patel, the reappointment of Angela Knapp Eggers and Payal Nathu, and Freda Powell as city council representative.

ITEM 8: Update: Strategic Plan. Kashion reported that the staff spent a day with Coco Duckworth with Encourage Consulting to work on our Strategic Plan. We will move forward with one-on-one department meetings, then a wrap-up meeting with Coco before presenting the final version to the board in January.

ITEM 9: Update and Discussion: Short Term Rentals. Kashion reminded everyone that letters to remit Hotel Occupancy Tax were sent months ago. There are approximately 200 short-term rentals, with 7 voluntarily paying HOT. It was agreed that the CVB should let the city handle follow-up. It was also agreed that an ad hoc committee will be created to address the process for including hoteliers and short-term rental owners.

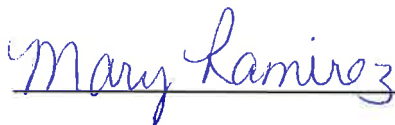
ITEM 10: Sales Report: Amy Tarr. Amy distributed the Definite Leads and Assists 2021 report and gave background information on some of the clients. She also went over the Leads Out for Bid-Decision Pending report, and the Lost Business report. The Hotel Response to Leads report shows that only 44% of hotels respond to our leads.

ITEM 11: WRCA Wrap-up: Stephanie Andrews. Stephanie reported that final numbers are not in yet, but this year was in the top three for revenue. She also led a site tour with the Citizen's Committee, to show how lacking our civic center is for large events who need space to grow their number of vendor booths. She will also do site tours at the Farm & Ranch Show, and U.S. Custom Harvesters.

ITEM 12: Discussion on future meeting dates and possible agenda items. There is no meeting in December, the next meeting will be January 26, 2022.

ITEM 13: Adjournment. There being no further business, Angela adjourned the meeting.

Respectfully submitted,



Mary Ramirez  
Executive Assistant



Angela Knapp Eggers  
CVB Board President