

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22nd day of September 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	13	13
Vic Ragha	Y	13	11
Phyllis Golden	Y	13	12
Beth Duke	N	13	11
Bobby Lee	Y	13	12
Coco Duckworth	Y	3	2
Freda Powell	Y	3	3
Jason Fenton	Y	13	11
Payal Nathu	N	13	11
Sherman Bass	Y	13	12

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

Kashion Smith reported that applications are open for a seat on the CVB Board and she encouraged anyone interested to renew their term on the board. Applications will be open for three weeks, closing in mid-October. There is one hotel seat open. A committee will be put together to present their suggestions at the October meeting.

Kashion pointed out that each board member has a name tag to wear when attending CVB events.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Freda Powell, and unanimously carried to approve the minutes of August 25, 2021.

ITEM 5: Discussion and Action: Assign Board Liaison to each committee. After short discussion, it was agreed that Angela Knapp Eggers will continue to serve on the Arts Committee, Coco Duckworth will continue to serve on the Communications Committee. Phyllis Golden was appointed to the Convention and Tourism Committee.

ITEM 6: Recap: Texas Travel Summit. Kashion Smith shared pictures from events and excursions throughout the conference. She recognized Stephanie Andrews for her hard work on this conference, which has been rescheduled from last year. The event included several great speakers including Braley Beck on our newly developed digital visitor guide. She shared our appreciation of the board members and city employees that came to the events.

She also shared the Amarillo video, which will be submitted to Brand USA.

ITEM 7: Update: City Council, CVB Budget. Kashion Smith reported that city council passed our budget for the next fiscal year. We will know more about the Rescue Funds at their meeting on October 12th. The new advertising budget will include co-ops, some travel, and the hiring of one more person.

ITEM 8: Discussion: Board Review for FY 2021.22. Kashion Smith asked for input from the board on the process of moving forward and to tighten our SWOT. She and Angela Knapp Eggers will work on a survey for the board.

ITEM 9: Review and Presentation: Smith Travel Research, YTD. Kashion Smith distributed the report from Smith Travel Research for August. She pointed out that Revenue for 2021 is up \$19,807,668 from 2019. Amarillo had the highest occupancy rate at 70.9% and an Average Daily Rate of \$89.56, with Revenue per Available Room of \$63.51.

ITEM 10: Update and Discussion: Bandwango and upcoming season passes/packages. Christy King presented statistics on the Panhandle Pass so far, with 884 sign ups, and 38 sign ups for the Cheers Trail. The 72 Golf Pass has had an estimated 3,190 clicks and 325,000 impressions.

Future passes will be more experience driven and include a City Pass, Mural Pass, Museum Pass, Western Experience Pass, Kids Pass, Route 66 Pass, and more. All the passes live on our home page.

ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be October 27, 2021. Due to the Thanksgiving holiday, the November meeting will be moved up one week to the 17th, and there will not be a meeting in December.

The next Hotel Owners Meeting will be held on October 27th as well.

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