

State of Texas

City of Amarillo

County of Potter

MINUTES

On the 23rd day of June 2021, the Convention and Visitors 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	10	10
Vic Ragma	N	10	8
Phyllis Golden	Y	10	10
Beth Duke	Y	10	9
Bobby Lee	Y	10	9
Christy King	Y	10	10
Jason Fenton	Y	10	9
Payal Nathu	Y	10	10
Sherman Bass	Y	10	10

Also present were Freda Powell, City Council Member 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 distributed information on The Sounds of Summer, Center City's High Noon on the Square, and Community Market.

Sherman Bass reminded everyone of Diane Baker's funeral on Saturday morning at First Presbyterian.

ITEM 4: Minutes. Motion was made by Bobby Lee, seconded by Phyllis Golden and unanimously carried to approve the minutes of May 26, 2021.

ITEM 5: Discussion on Short Term Rental Property Partnerships. Kashion Smith reported that the city is working to identify the locations of short-term rental properties. The Board needs to identify guidelines and ways to build partnerships. This will be discussed further at the Hotel Owners Meeting next month.

Notices from the City through Muniservices will be sent outlining the state and city requirements. We will have access to the list so that we can reach out to them. We will also place the expense of auditing the short-term rentals back into our budget.

It is not clear how much HOT is already being paid by short-term rentals, reports are not comparative. She will check on the obligation of new ownership to bring the payments current if the property is owing HOT.

ITEM 6: Update on Route 66 Water Tower Project and Neighborhood Plans. Kashion Smith reported that she attended the neighborhood committee meeting for San Jacinto. San Jacinto has received approval from City Council to move forward on the water tower project. As the tower painting comes into

rotation, the Route 66 shield will be added. They will need to raise approximately \$18,000 to fund the project, we may set aside some funds next fiscal year to help.

She added that in 2002 an alcohol ordinance was passed prohibiting street closure for events. We will be working toward changing that ordinance.

ITEM 7: Smith Travel Research Update. Kashion Smith distributed information from Smith Travel Report. She pointed out that monthly data for May 2021 vs May 2020, Amarillo's occupancy is up 71.4%, ADR is up to \$85.79, and RevPAR is \$61.27. Year-to-Date information for May shows Amarillo's occupancy up 67.7%, and ADR of \$81.19, and RevPAR of \$54.99. Participation shows 81 properties and 6775 rooms.

ITEM 8: 2020.21 Budget Update. Kashion reminded everyone that the Treasurer's Report is presented quarterly and will be included at next month's meeting. We have done very well adhering to a smaller budget which now allows us to gradually restaff. She would like to add a Director of Tourism in the next few weeks and promote Braley Beck to Director of Finance.

Other budget changes are our subscription to Smith Travel Research, which expires in August, is not included in the next budget. We will be shifting \$38,000 from the tourism budget into marketing to focus on specific ad campaigns, such as the Balloon Fiesta in Albuquerque.

ITEM 9: Marketing Update. Hope Stokes presented the data on Social Performance, Native Performance, and TrueView Performance of our ads since October 1, 2020, from AJR and Google Analytics. This is information that is discussed at the monthly Communications Committee meetings.

ITEM 10: Update on Vacant Board Seats. Angela Knapp Eggers welcomed Freda Powell, nominated to take the City Council seat left by Elaine Hays. Kashion announced that Coco Duckworth has been nominated for the Member at Large seat left by Diane Baker. These nominations were presented to City Council on June 22nd. Motion to accept their appointments will be presented at next month's meeting.

ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be July 28, 2021.

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