

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 25th day of May 2022, 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	6	6
Vic Ragha	Y	6	5
Phyllis Golden	Y	6	6
Beth Duke	Y	6	5
Bobby Lee	N	6	4
Coco Duckworth	N	6	5
Freda Powell	N	6	3
Jason Fenton	N	6	3
Payal Nathu	Y	6	6
Al Patel	Y	4	3
Bo Fowlkes	Y	1	1

Also present were Howard Smith, City Council, Leslie Schmidt, Sr. Assistant City Attorney and Marine Torres, CVB Intern.

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 thanked Bobby Lee and Starlight Ranch for printing the Summer of Sounds brochures. Upcoming Center City events are High Noon on the Square, CCC Cattle Drive, the Mural Run, and the opening of Amarillo Community Market.

Kashion Smith announced that the city council approved the construction of a 75,000 square foot convention center at their meeting yesterday, which will be located east of Entrance 4. There will be ADA improvements and a patron elevator, the Grand Plaza will not be affected. There will also be a pavilion constructed at the Santa Fe Depot.

She added that the Tri-State Fair Board is 100 years old and Phyllis Golden is the first woman on their Executive Committee.

Phyllis Golden announced that the Tri-State Fair will use a series of concerts, Dancing in the Dirt, to kick off the fair this fall.

ITEM 4: Minutes. Motion was made by Vic Ragha, seconded by Phyllis Golden, and unanimously carried to approve the minutes of April 27, 2022.

ITEM 5: Financial Report. Braley Beck reported that we have received the ARPA funds and that the City has corrected the overpayment.

Kashion Smith added that we have done very well staying within our budget. We are submitting supplemental documentation for our 501(c)(3) application.

ITEM 6: Review: April Hotel Performance. Kashion Smith shared the Amarillo Lodging Data Report from Smith Travel Research for April 2022. Their report showed Occupancy and RevPAR down slightly, but ADR continued to be strong, and year-to-date revenue for 2022 is up.

ITEM 7: Presentation:

National Travel and Tourism Week – Kashion Smith gave an update on events such as the media lunch, Museum Day, airport welcome table with breakfast for the staff, launch of The Ambassador Program – Boots on the Ground using local influencers, and the promotion of Rt. 66.

Staff activities in May – She shared pictures from Business Connection hosted by the Chamber of Commerce.

Local staff activities this summer – the CVB staff will have an information table at all the High Noon on the Square events during June and July with lots of giveaway items, including our new holographic boot sticker. We will be hosting the CCC Cattle Drive on June 2nd, and some staff will be participating in the Center City Mural Run on June 4th.

Definite groups for this summer – She went over the list of upcoming conferences and groups here.

ITEM 8: Committee Report: Communications. Phyllis Golden gave an update on items discussed at their May meeting. Reports show that the length of stay for travelers is getting longer. Hope Stokes and Jackie Phommahaxay are marketing Amarillo very well, and our advertising dollars are effective in serving our partners.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be June 22, 2022.

ITEM 10: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President