

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 16th day of November 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	2	2
Vic Raha	Y	2	2
Phyllis Golden	Y	2	1
Beth Duke	Y	2	2
Bobby Lee	Y	2	1
Coco Duckworth	Y	2	1
Freda Powell	Y	2	2
Jason Fenton	N	2	1
Payal Nathu	Y	2	1
Al Patel	N	2	1
Bo Fowlkes	Y	2	2

Also present were Howard Smith, 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. Howard Smith reported that the city has hired a lobbyist to work on the Crossbar project.

ITEM 3: General announcements from the Board of Directors

Kashion Smith announced that our application has been approved and we are now a 501(c)(3) entity. She thanked Braley Beck for her work on our application over the past two years.

Bobby Lee reported that on Thursday at 2 pm in our board room, there will be a Route 66 national meeting. The festival is nationally sanctioned, and the bill will be signed by President Biden. The festival starts June of 2023 through 2026.

ITEM 4: Minutes. Motion was made by Freda Powell, seconded by Coco Duckworth and unanimously carried to approve the minutes of October 26, 2022.

ITEM 5: Financial Report. Braley Beck distributed an updated report for the period of 10/1/2022 to 10/31/2022.

She pointed out that October expenses are \$130,000 less. For the end-of-year we should have \$1.4 million in reserves for the 2023/24 fiscal year, pending final audit. Funds should be in the bank account October of 2023. Kashion Smith added that should allow us to flip the budget and operate from an actual budget instead of a projected budget.

ITEM 6: Update by Center City: Polk Street Streetscape Project. Beth Duke reminded everyone that the streetscape project was approved in 2016 and was designated for Polk Street streetscape use only. In January the city will begin taking bids for work extending from 10th to 2nd streets. The work will begin in February and should take 18-24 months.

This will make the sidewalks ADA compliant, be more walkable, and add sidewalk dining. The process will be done two blocks at a time and on alternating sides of the street.

ITEM 7: Update: procedures for Officers Election. Since there are no procedures right now, it is planned to keep the current officers as it is for now to get procedures in place for the next slate of officers. This item will be discussed further at the January meeting.

ITEM 8: Discussion: Possible Board Policies

1. Quarterly Officers Meeting – Kashion Smith suggested that the officers meet quarterly to set goals and see that we are on track with our goals, and to be sure the board is receiving pertinent information.
2. Giving Policy – As we begin submitting applications for grants and starting revenue-generating events, we may find opportunities to support scholarships in the hospitality industry. Our support will be helpful with grant applications as an education component. We will start with AISD and AMTech in cultivating hospitality workers.

One good example is Stephanie Andrews hosting a Yellow City Certified Tour for a local Girl Scout troop.

3. Open Meetings Act Education – A workshop has been scheduled for January in our board room for those who want to join us. This will be required for incoming members and a good refresher for returning board members.

4. New Board Member Orientation – There will not be any new members coming in January, so now would be a good time to set orientation for when we do get new board members.

ITEM 9: Discussion: Board Requests for 2023 Strategic Plan. Now that we have a full staff and healthy budget, we need to remove plans for recovering from COVID. It is now time to move on and set new goals. Kashion encouraged suggestions from the board, and she will share drafts of the new strategic plan as they develop and be ready for final approval in January.

ITEM 10: Discussion on future meeting dates and possible agenda items. There is no meeting in December, the next meeting date will be January 25, 2023.

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