

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 26th day of October 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	1	1
Vic Ragma	Y	1	1
Phyllis Golden	N	1	0
Beth Duke	Y	1	1
Bobby Lee	N	1	0
Coco Duckworth	N	1	0
Freda Powell	Y	1	1
Jason Fenton	Y	1	1
Payal Nathu	N	1	0
Al Patel	Y	1	1
Bo Fowlkes	Y	1	1

Also present was 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 the CVB had a basement clean-out day. She reminded everyone that new officers will start in January, she will email application information next week. She also invited the board members to the CVB staff Christmas party on December 9th.

Beth Duke reported that last night was the final Jazztober performance for the season.

ITEM 8: Consider and Necessary Action: amendment to Certificate of Formation. In the interest of time for some of the board members, agenda items were taken out of order.

Kashion Smith explained that the IRS had requested more information to make a decision on our application for 501(c)(3). We have to submit the following verbiage added to Certificate of Formation (also known as Articles of Incorporation):

“Said organization is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations described under Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code.”

Motion was made by Freda Powell, seconded by Jason Fenton, and unanimously carried to approve the verbiage as presented. Braley Beck will notify the City Attorney, who will then send it to the Secretary of State.

ITEM 7: Consider and Necessary Action: Budget Adjustment Policy. The CVB Board approved a policy update at their meeting on September 28, 2022, that read:

“The Amarillo CVB staff is allowed budget flexibility that enables them to adjust budget line items for up to \$10,000. Any adjustments over that amount will become an Action Item on the monthly CVB agenda for Board approval. Emergency or exceptional budget revisions over the \$10,000 would require an emergency meeting of the Board for approval, if not able to address at the next monthly meeting.’

Motion was made by Freda Powell, seconded by Vic Ragha, and unanimously carried to approve the budget adjustment as presented.

ITEM 6: Consider and Necessary Action: Arts Marketing Grants. Angela Knapp Eggers explained that the grants budget took a deep cut in 2016 and was reduced to nothing due to the pandemic. The budget for this year has been increased up to \$140,000. The grant applications have been reviewed by the subcommittee and total \$139,700. The remaining \$300 will be left in the budget.

Christy King distributed a report of the amounts requested and what was awarded. She explained that money must be used for marketing purposes that reach beyond a 50-mile radius to encourage hotel stays, and our brand must be included in all marketing.

Motion was made by Angela Knapp Eggers on behalf of the subcommittee, seconded by Freda Powell, and unanimously carried to approve the amounts awarded as presented.

ITEM 4: Minutes. Motion was made by Freda Powell, seconded by Vic Ragha, and unanimously carried to approve the minutes of September 28, 2022.

ITEM 5: Financial Report. Braley Beck explained that the report looks different this month because it is for the whole year. We ended the fiscal year with a 5% overage mostly in the Advertising budget due to some unexpected advertising opportunities that arose. This report has not yet been audited by the city, which should be early next year, so actual numbers may change. After our bond payment, we will have slightly over \$1 million in reserves.

The Hotel Occupancy Tax held above last year, except for a dip in August. We have not received the September report yet, so amounts are based on an average.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be November 16th, one week early due to the Thanksgiving Holiday.

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