

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22nd day of February 2023, 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	4	4
Vic Ragha	Y	4	3
Phyllis Golden	Y	4	3
Bobby Lee	Y	4	2
Coco Duckworth	Y	4	3
Freda Powell	Y	4	3
Jason Fenton	Y	4	2
Payal Nathu	N	4	2
Al Patel	Y	4	3
Ex-officios			
Beth Duke	Y	4	3
Bo Fowlkes	Y	4	4

Also present were Leslie Schmidt, Sr. Assistant City Attorney, and Howard Smith, City Council, Beth Duke, Center City and Bo Fowlkes, Amarillo Civic Center Complex

ITEM 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order.

ITEM 2: Approval of Minutes from February 1, 2023. Motion was made by Phyllis Golden, seconded by Freda Powell, and unanimously carried to approve the February 1 minutes.

ITEM 3: Discussion and Action: Reserve Policy. Kashion Smith distributed a revised copy of the Reserve Policy. She explained that we will have a rolling 15-month operating budget in our account and a budget of \$2.6 million with no cuts expected.

Motion was made by Freda Powell, seconded by Jason Fenton, and unanimously carried to approve the Reserve Policy as presented, with one typographical correction.

ITEM 4: Discussion and Action: Obtaining 501(c)(6). Kashion Smith reminded everyone that we recently received our 501(c)(3) status which allows us to apply for grants and sponsorships.

To open additional revenue streams, we need to become a 501(c)(6) organization. As the Film Commission develops, the surrounding counties can pay dues to be included in our location guide. It will also help with cohesive marketing plans for co-ops. Braley Beck already has most of the work done to submit the application.

Motion was made by Phyllis Golden, seconded by Coco Duckworth, and unanimously carried to allow us to pursue our 501(c)(6) status.

Braley Beck added that CFO by Design can help us with HOT and budget as we pull away from the city.

ITEM 5: Presentation: Film Commission. Sherman Bass reported that Sean Doherty is Chair of the Film Commission, Stephanie Bybee is Vice Chair. We are currently an open committee, but plan to move to becoming an appointed committee.

We have determined the mission statement as the “Hollywood of the High Plains” and a logo is being created by Gabrielle Bivins. The Greater Amarillo Film Commission will include area towns such as Dumas, Fritch and Canadian. Obtaining permits to film is cumbersome so work is being done to streamline the process.

The film web site is up and will be made more robust using Reel Scout. Producers are already familiar with them and the template ties into our domain.

Long term plans are to create a film festival to tie into Route 66 in 2024 or 2025 and to attain professional certifications through the Texas Association of Film Commissioners.

He added that he met with legislators while in Austin for Unity Dinner, Converge on the Capitol, and Panhandle Days regarding general tourism, Route 66 appropriations and tax credit incentives for film.

ITEM 6: Public Forum. There were no comments.

ITEM 7: General announcements from Committee Members

Beth Duke announced that Center City, the CVB, and the Cultural Arts District are working on the Sistine Chapel traveling exhibit at Arts in the Sunset. The exhibit will be open during the Route 66 Festival and be up through July.

Christy King asked for sponsors, volunteers, or vendors for the festival.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting date will be March 22, 2023.

ITEM 9: Adjournment. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President