

State of Texas

County of Potter

City of Amarillo

MINUTES--CORRECTED

On the 1st day of February 2017, the Convention and Visitor Council Board met at 8:30 AM in the Amarillo Chamber of Commerce Board Room for a regular meeting.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Stephanie Price	Y	3	2
Dr. Aaron Pan	Y	3	2
Sharon Gongora	Y	3	2
Angela Knapp-Eggers	Y	3	2
Tony Freeman	N	3	2
Daphne Adkins	Y	3	2
Sherman Bass	Y	3	2
Paul Borchardt	Y	3	2
Elisha Demerson	N	3	2
Beth Duke	Y	3	3
Bobby Lee	Y	3	3
Donna Paralicci	Y	3	2
Mark Shaffer	N	3	2
Randy Sharp	Y	3	1
Suzanne Talley	N	3	0
Lauren Walsh	Y	3	1
Phil Woodall	Y	3	3

Guest – Bianca Montes with Amarillo Globe News

ITEM 1: Call to order. Stephanie Price established a quorum, and called the meeting to order.

ITEM 2: Minutes. Motion was made by Beth Duke, seconded by Phil Woodall and unanimously carried to approve minutes of December 21, 2016.

ITEM 3: Discussion on How are we doing? – Smith Travel Research Annual Report. Dan Quandt distributed the STR Annual Report for the month of December 2016. He pointed out that the ADR and RevPAR are at their highest amounts ever. The report shows the census of rooms at 6405, which includes smaller properties. He added that approximately 800 more rooms will be added to that inventory this year.

ITEM 4: Discussion on construction alerts. Dan Quandt warned everyone that I-40 traffic will be narrowed to one lane in both directions. There is concern how this will affect hotels in that area. HB 1294 will be introduced which requires TXDOT to notify businesses of disruptions. We will share traffic notices with hotels, attractions, and restaurants when we receive them.

ITEM 5: Discussion on upcoming Texas Travel Counselors/Texas Travel Fair Conference. Kashion Smith reported that we are hosting their conference this year, scheduled for April 9-13, with approximately 300 attendees. It is on-site training for travel counselors from around the state. With 89% of visitors traveling through Amarillo by car, it's important that we showcase our area to all counselors.

The trade show is for counselors only. The first ten partners to reply will share the 10x40 spotlight booth. The conference will conclude with a spray paint party at Cadillac Ranch.

ITEM 6: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that tax collections remain steady.

Monthly Financials – Dan Quandt reported that the financial reports are not available yet. Journals have now been received by city accounting in order to complete their reports.

ITEM 7: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp-Eggers reported that they are busy working on the Golden Nail Awards Gala on April 6th. The Amarillo Opera will have a short performance at the gala from their upcoming production of Evita. Nominations are being received, the jury will meet later in February to decide the winners. The airport art will be installed soon.

She encouraged everyone to attend the First Friday Art Walk on February 3rd to honor Ann Crouch.

Communications Committee – Sharon Gongora reported that the attendance reports now cover a full year of data. The Media Mission to California has been cancelled, and will now be in Denver or Chicago. She explained that ADARA can add pixels to ads to track their views and how that relates to bookings. Eric Miller and Tina Brohlin are working to bring the SATW conference to Amarillo in 2018.

Convention & Tourism Committee – Dr. Pan reported that there was a presentation by Embassy Suites, they are working on contracts into the year 2022. He reminded everyone of the Prime Service program. The newest ad targeting millennials features coffee and boots.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be February 22, 2017.

ITEM 9: Public Forum

Lauren Walsh reported that AQHA will have their El Charro exhibit will be January through June, with a Roundtable Discussion on February 16th.

Eric Miller reminded everyone of the 2 Weeks/ 3 Museums promotion, which includes PPHM, AQHA, and DHDC. He encouraged everyone to send their event information to him, and fundraising information to Chip Chandler.

Stephanie Price reported that the current exhibit at PPHM is on the Great War. Panhandle PBS and PPHM will present Nova's Secret Tunnel Warfare on February 9th.

Phil Woodall reported that the Panhandle Sports Hall of Fame inductions will be February 12th in the Grand Plaza.

Dr. Pan reported that DHDC has three exhibits: Strange Matter, Little Builders, and Brain Teasers. They will have Beerology on February 25th, and Coffee and Cuties on the first Friday of each month. Registration for summer camp will be opening soon.

Gary Molberg reported that Panhandle Days in Austin will be February 21st. He and approximately 80 people from the area will be attending. Dan Quandt and Sherman Bass will meet with the Governor's Office to discuss the Event Trust Fund.


Beth Duke distributed the 2017 Dining Guide. Applications are being accepted for vendors at the downtown market, which already has 70 vendors.


She also reported that the state budget includes \$5m in grants to Cultural Arts Districts. It has been learned that this amount has been deleted. She shared a sample letter drafted by the Center City Board and encouraged everyone to contact Senator Seliger's office.

Kashion Smith reported that AMoA currently has Achievement in Art: The Collection of Montgomery Ritchie until March.

ITEM 10: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,


Mary Ramirez, Executive Assistant


Stephanie Price, CVC Chair