

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 26th day of July 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	9	8
Dr. Aaron Pan	Y	9	7
Sharon Gongora	Y	9	7
Angela Knapp-Eggers	Y	9	7
Tony Freeman	Y	9	8
Daphne Adkins	Y	9	6
Sherman Bass	Y	9	7
Paul Borchardt	Y	9	6
Beth Duke	Y	9	9
Bobby Lee	Y	9	9
Donna Paraliticci	Y	9	7
Mark Shaffer	N	9	6
Randy Sharp	Y	9	6
Lauren Walsh	Y	9	4
Phil Woodall	N	9	8
Elaine Hays	Y	1	1

Guests: Howard Smith, City Council member, and Lisa Carr from 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 Randy Sharp and unanimously carried to approve the minutes of June 28, 2017.

Donna Paraliticci introduced Chris Purtureri, Area Director for the Embassy Suites Convention Hotel.

ITEM 3: Discussion and action concerning CVC 2017-2018 Operating Budget. Dan Quandt explained that the budget committee is made up of chairs of the C&T, Communications, Arts, and Sports Committees, as well as Sherman Bass and Stephanie Price. The CVC budget is expected to be approximately \$2.2 million, but the final amount has not yet been received from the city.

He followed with a PowerPoint presentation outlining the nine departments included in the CVC budget, with a description of what each department does in order to explain how the money is used. The departments are: CVC Support, Communications, Convention Development, Convention Services, Tourism, Film, Arts, Advertising & Marketing, and Special Projects.

He further explained that Amarillo is a 50/50 split for business and leisure travel markets. The sales team has already booked 20 conventions in the Embassy Suites Convention Hotel, reaching into the year 2022. We will no longer be buying ads in trade show publications, but will put more spending into tourism through TripAdvisor.

Tina Brohlin added that the sales team has several additional tools besides attending trade shows, such as the new LEADers program, Backyard Marketing and Strategic Database Research for client prospecting.

Motion was made by Sherman Bass to accept the proposed CVC 2017-2018 Operating Budget, with the caveat that city council may make changes to CVC Support, in which case Dan Quandt will communicate those changes to the board members. The motion was seconded by Angela Knapp-Eggers. With one abstention, the motion carried. The budget will likely be presented to city council in August.

ITEM 4: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax Collections – Dan Quandt reported that collections are down 2.3% for the year, but there are 5-6 properties in arears.

Monthly Financials – Dan Quandt reported that corrections are still being made to budget codes.

ITEM 5: Presentation and Discussion of Committee Meetings.

Communications Committee – Sharon Gongora reported on the items discussed at their July meeting, such as: research to gauge ad effectiveness, a courtesy tickets program aimed at non-residents in paid parking spaces, and ad testing.

Arts Committee – Angela Knapp-Eggers reported that their next committee meeting will be September 5th. Neal Nossaman has resigned from the committee, his position will be filled by Patrick Swindell. The new round of airport art has now been installed. They have begun reviewing the guidelines and policies for distribution of grant money, and there are loose plans for changes to the Golden Nail Awards Gala.

Convention & Tourism Committee – Dr. Pan reported that at their July meeting, they discussed upcoming events and conferences, Roundup has now been extended to non-hotel partners and training sessions were conducted, and they will be discussing strategic planning at their August meeting.

ITEM 6: Discussion on future meeting dates and possible agenda items. The next meeting will be on August 23, 2017.

ITEM 7: Public Forum

Beth Duke reminded everyone of High Noon on the Square today. Center City is collaborating with AMoA on their architecture exhibit by sponsoring the trolley for 45-minute tours to view downtown architecture on Saturday. CREATE is scheduled for August 19th, the VIP party will be on the 18th, which will be the first event held at the Embassy Suites Convention Hotel.

Lauren Walsh reported that AQHA's America's Horse in Art Show and Sale opens August 12th.

Stephanie Price reported that PPHM will have an Art in Architecture Walking Tour on August 19th, and another scheduled in October. They will also have a Lonesome Dove Exhibit event on September 8th.

Dr. Pan reported that DHDC will have Mindfest on August 5th. Their traveling exhibit, Travel Adventure, will open September 30th, and the Mad Scientist Ball will be October 14th.

Sherman Bass reported that AmaCon is at the Civic Center Complex on August 5th & 6th, as well as Menopause the Musical on August 24th.

Bobby Lee reported that Starlight Ranch will have a Led Zepellin tribute on July 29th.

ITEM 8: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair