

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28th day of June 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	8	7
Dr. Aaron Pan	N	8	6
Sharon Gongora	Y	8	6
Angela Knapp-Eggers	Y	8	6
Tony Freeman	Y	8	7
Daphne Adkins	Y	8	5
Sherman Bass	Y	8	6
Paul Borhardt	N	8	5
Beth Duke	Y	8	8
Bobby Lee	Y	8	8
Donna Paralicci	N	8	6
Mark Shaffer	Y	8	6
Randy Sharp	Y	8	5
Lauren Walsh	N	8	3
Phil Woodall	Y	8	8

Guest: Howard Smith, City Council member.

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

ITEM 2: Minutes. Motion was made by Daphne Adkins, seconded by Randy Sharp and unanimously carried to approve the minutes of May 24, 2017.

ITEM 3: Discussion on new opportunities.

- A. Baseball/MPEV – Dan Quandt reported that we are talking with city officials to coordinate efforts with the Elmore Group. The Elmore Group also owns sports group travel company. Populus will work with local architects on designing the stadium. The timeline is aggressive, construction should begin in January or February 2018 and be complete by April 1, 2019.
- B. Texas ProKart Challenge – Dan distributed a list of requirements for this event, scheduled for July 14th and 15th. This event will include almost 100 professional drivers. Though Amarillo would be an annual stop on their circuit, it will give us great national exposure.

ITEM 4: Review of Brazilian media trip. Eric Miller reported that, by request from the state tourism office, Amarillo hosted five Brazilian journalists. While here, they received a welcome from Mayor Nelson, and visited 26 area attractions, restaurants, and venues. This may start our tourism reach into Latin America. Their only other Texas stop was Houston.

Eric announced that we will host the SATW conference next May or June, with up to 50 travel writers.

ITEM 5: Discussion on board term status. Dan Quandt distributed the list of CVC Board Terms. Currently it is city policy that members can serve no more than two consecutive terms on any board. The appointment of the next CVC Board member is on the agenda for the city council meeting in two weeks. Members whose terms have expired can apply for reappointment, the application can be found on the city's website. It was agreed that three-year terms would be beneficial.

ITEM 6: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax Collections – Dan Quandt reported that tax collections appear to be down for May, with almost all tax collection payments being caught up. According to STR, revenue is down, but ADR is slowly climbing. Amarillo maintains one of the highest occupancy rates in the state.

He added that the city is going to pursue the collection of HOT from short-term rentals. Amarillo now has 89 short-term rental properties, up from only 14 last year.

Monthly Financials – Dan reported that there will be more budget cuts for the next fiscal year, but he has not yet received the official overall budget amount from the city. The internal CVC departments have completed their budgets, which he plans to present at the July meeting.

He reminded everyone that we still have our financial commitment of \$750,000, in addition to the \$137,500 to bring us current. The state tourism budget has been cut by half, and it will be two years before another review.

ITEM 7: Presentation and Discussion of Committee Meeting.

Arts Committee – Angela Knapp-Eggers gave a recap of items discussed at the meeting on June 6th, they will not meet again until September 5th. The airport art committee will meet on July 6th.

Communications Committee – Sharon Gongora reported that they discussed the Brazilian press trip, reports from ADARA and Google Analytics, and digital outdoor ads at their meeting on June 14th.

Convention & Tourism Committee – Dan Quandt reported that he gave a PowerPoint presentation on “Measuring Our Methods” at their June meeting.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be July 26th.

ITEM 9: Public Forum

Stephanie Price reported that PPHM will have Crafts & Drafts on July 15th.

Beth Duke reported that the Community Market has over 105 vendors, and will have a slightly different layout for the July 1st festival. Center City is working with Share the Road to install bicycle racks.

Tina Brohlin reported that she is conducting Roundup training sessions for non-hotel partners today and tomorrow.

Sherman Bass reminded everyone of the fireworks and festival on July 1st.

Bobby Lee added that there will be a pre-festival concert on June 30th at Starlight Ranch.

Howard Smith asked about the three-year CVC term, and the limit of two terms. The consensus was that it would be good in that it would reduce turnover on the board.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair