

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24th day of May 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	7	6
Dr. Aaron Pan	Y	7	6
Sharon Gongora	Y	7	5
Angela Knapp-Eggers	N	7	5
Tony Freeman	Y	7	6
Daphne Adkins	N	7	4
Sherman Bass	Y	7	5
Paul Borchardt	N	7	5
Beth Duke	Y	7	7
Bobby Lee	Y	7	7
Donna Paralitucci	Y	7	6
Mark Shaffer	Y	7	5
Randy Sharp	N	7	4
Lauren Walsh	N	7	3
Phil Woodall	Y	7	7

Guests: Howard Smith, city council member, and 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 Dr. Aaron Pan and unanimously carried to approve the minutes of April 26, 2017.

ITEM 3: Discussion on Tourism Improvement District status. Dan Quandt reported that the status is not good. The bill was late, so it was made as an amendment to HB2435, which passed the House on May 14th. It has now gone on to the Senate, but is not expected to get out of committee.

Planning meetings are starting now to work on the proposal that will be submitted in two years. It will be prepared as a separate bill, and be co-sponsored by the entire delegation.

He added that the last attempt to keep the school-start date was last Monday. Amarillo and Canyon ISD schools will start in August.

ITEM 4: Discussion on VisitAmarillo app. Hope Stokes reported that we have officially launched the app, which is available through the app store. It is designed to simplify the most-used areas of our website. Its future uses may be to set up beacons, and to buy tickets. Iphone users must have the visitamarillo app, Android users must have the add-on to receive a beacon that will suggest nearby attractions and provide a map. The information pulls directly from our website, so partners can keep their information updated through Roundup.

ITEM 5: Discussion on Data, Pattern or Trend. Dan Quandt distributed the April 2017 Comparisons report compiled by Smith Travel Research. He pointed out that the ADR is still too low, we are at a critical juncture and watching for the point of critical mass. We are increasing at a decreasing rate.

The next report was April 2017 Comparison – Year to Date. Dan reported that our projected growth is 4%, but we are running 1.5% behind.

The third report presented was the Monthly Percentage Change for the month of April 2017. The average stay is 1.6 nights. The increase of even one night would make a huge difference in our collected taxes. He added that the 2017-2018 budget will be presented to the city council in August.

The final report was the Magellan Impact Reports for May 2017. Dan commented that we have a strong hospitality industry, with stable numbers. TripAdvisor is our #1 referral from social media and mobile devices. The numbers indicate that visitors are retrieving more information from mobile devices.

ITEM 6: Discussion on The Venue tour invitation. Dan Quandt extended an invitation to tour The Venue. He encouraged everyone to attend the Chamber After Hours events, which are held in various locations.

ITEM 7: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax – Dan Quandt explained that the tax collection shows to be up 7.9%, but down 1.6% for the year. He reminded everyone that this number is tax money that has been collected, not all hotels have paid.

Monthly Financials – Dan Quandt reported that we are where we should be.

ITEM 8: Presentation and Discussion of Committee Meetings.

Arts Committee – Kashion Smith reported that TTCC, NTW, and Golden Nail went well. The Arts Committee welcomed a new member, Phyllis Nickum. There was much discussion regarding arts in the community.

The Arts Committee meetings now have a Smart Arts trivia question. The question will be presented by an Amarillo arts entity, the winner will receive four tickets from that entity. Two of the tickets can be used by the winner, and the other two tickets are to be shared with someone new to the arts.

Their next meeting will be in June.

Communications Committee – Sharon Gongora shared a copy of AQHA's America's Horse, which featured a story about Amarillo. Other items discussed were: USA Today's 10 Best, which may include two Amarillo attractions, Amarillo will host a Brazilian press trip in June, and Hope Stokes has received her drone certification.

Hope also shared information on Once There, a system to help our partners sell more tickets. Tickets can be purchased at a kiosk that could be located at hotels or events. Each partner will make their own arrangements for the deposit of money from ticket sales.

Convention & Tourism Committee – Dr. Pan reported that there was a presentation on the treatment of bedbugs. There have been 113 tour buses here this year, and Hollie Hawkins won her bid presentation for the 2019 West Texas County Judges and Commissioners Conference.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be June 28th.

ITEM 10: Public Forum

Stephanie Price announced that PPHM is now open on Sundays during the summer. She reminded everyone of Night at PPHM on June 9th.

Dr. Pan reported that DHDC is also now open seven days a week. There are still spaces available for summer camps. Their current exhibits are Physics at Play, and Cubelets. There will be an After Dark in June.

Sharon Gongora reminded everyone that Wonderland is open 6 days a week.

Beth Duke distributed posters for High Noon on the Square, which starts June 7th. The Cattle Drive will be June 1st, and the Community Market will begin June 10th. Center City has launched ArtsinAmarillo.com, which will include the culinary arts. The Cultural Arts District has produced the Sounds of Summer, which she will share as a pdf.

Dan Quandt reported that the Coors Ranch Rodeo is June 2nd and 3rd.

Gary Molberg reminded everyone of Summer Celebration in June. The golf tournament is sold out.

ITEM 11: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair