

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 23rd of August, 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	10	9
Dr. Aaron Pan	Y	10	8
Sharon Gongora	Y	10	8
Angela Knapp-Eggers	Y	10	8
Tony Freeman	Y	10	9
Daphne Adkins	Y	10	7
Sherman Bass	Y	10	8
Paul Borchardt	N	10	6
Beth Duke	N	10	9
Elaine Hays	Y	2	2
Bobby Lee	Y	10	10
Donna Paralticci	N	10	7
Mark Shaffer	N	10	6
Randy Sharp	Y	10	7
Lauren Walsh	Y	10	5
Phil Woodall	Y	10	9

Guests: Mayor Ginger Nelson, and Leslie Schmidt, Sr. Assistant City Attorney

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 July 26, 2017.

ITEM 3: CVC Budget Update. Dan Quandt reported that the 2017-2018 CVC Operating Budget has been approved by the Chamber Board, and unanimously passed by the city council, with no changes.

ITEM 4: Product development – Go-kart Track. Dan Quandt gave an update on the go-kart event that we hosted in July. It was our purpose to promote Amarillo and share our marketing expertise. This year's event was very successful, and could possibly turn into a regional or national event to be held here, as well as create other sports event opportunities for us. Since it was held in Carson County, it did not qualify for the Activity Fund.

ITEM 5: Amarillo mornings. Dan Quandt reported that this will be our new digital campaign, effective October 1st. In the following week, Eric Miller will be on local talk shows to ask our citizens for their favorite things about Amarillo mornings. This will be one of four or five themes for the next year. Pictures used in our ads are accessed through Chute.

He added that 90% of our ad buys next year will be digital, since it is easy to change, and their effectiveness can be easily measured. Print ads will still be in Texas Highways, and Texas Parks & Wildlife magazines.

Dr. Pan suggested that we emphasize how our attractions are easy to access due to little commute and traffic time.

ITEM 6: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax Collections – Dan Quandt reported that though this year appears to be down, he reminded everyone that 2016 was a record year with \$114 million in hotel revenue. Our MSA is rated 10th in the state for tourism economy, and 50-60% of our sales tax comes from visitors. An additional 540 hotel rooms will be opening this year, so we are watching for the point of critical mass, and will do another compression study next year.

He added that we are working with the city attorney's office to identify potential short-term rental properties in order to enforce tax collection. Leslie Schmidt commented that they have contacted the state comptroller's office, state taxes are not being paid either. Amarillo is not zoned for short-term rental properties, and they are difficult to track down since their specific address is not listed on their websites. The state hotel association strongly supports regulations.

Monthly Financials – Dan Quandt distributed the July financials. We are watching our spending as the fiscal year comes to a close.

ITEM 7: Presentation and Discussion of Committee Meeting

Arts Committee – Angela Knapp-Eggers reminded everyone that the arts committee did not meet during the summer months, but they have been working on streamlining the grant-application guidelines, to enforce better reporting.

Other items they're working on are changes to GNA, the possibility of a city-wide art walk and more outdoor art, and collaborative projects.

Communications Committee – Sharon Gongora reported that they discussed Visit Widget, and statistics of ads. The committee saw the pictures for our elevator sponsorship at TSAE in Houston.

Convention & Tourism Committee – Dr. Pan reported that Amarillo hosted several successful events in August, including Ama-Con, and the Koben Puckett Invitational PBR. The next big event for Amarillo will be the Adequan Select World Championship Show. A representative from Expedia will be here on the 29th to meet with hotels and attractions.

ITM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be September 27, 2017.

ITEM 9: Public Forum

Sherman Bass reported that Menopause the Musical will be at the Civic Center Complex on August 24th.

Stephanie Price reported that PPHM will have a Lonesome Dove event on September 8th.

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

Respectfully submitted,


Mary Ramirez, Executive Assistant


Stephanie Price, CVC Chair