

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27th day of September 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	11	10
Dr. Aaron Pan	Y	11	9
Sharon Gongora	Y	11	9
Angela Knapp-Eggers	Y	11	9
Tony Freeman	Y	11	10
Daphne Adkins	Y	11	8
Sherman Bass	Y	11	9
Paul Borhardt	N	11	6
Beth Duke	Y	11	10
Elaine Hays	Y	3	3
Bobby Lee	Y	11	11
Donna Paralicci	Y	11	8
Mark Shaffer	Y	11	7
Randy Sharp	Y	11	8
Lauren Walsh	N	11	5
Phil Woodall	Y	11	10

Also present were Leslie Schmidt, Sr. Assistant City Attorney, and Howard Smith, City Council

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 August 23, 2017.

ITEM 3: Discussion and action concerning empowerment of the Arts Council to award marketing grants. Dan Quandt reported that technically, only the CVC Board can award funds. He recommended that that authority be transferred to the Arts Committee.

Angela Knapp-Eggers clarified that the marketing grant requests received from 12 arts groups have been reviewed by a sub-committee, and recommendations have been made. These recommendations will be presented at the Arts Committee meeting on October 3rd for their approval. Their decisions were weighed based on their efforts to contribute to tourism, and to HOT.

Motion was made by Phil Woodall, seconded by Tony Freeman, and unanimously carried to approve the transfer of authorization to the Arts Committee to expend the funds allowed in the budget for grants. A reporting of grant allocation will be made to the CVC Board.

It was agreed that the Arts Committee has a better knowledge of the arts groups that are requesting funds, and will make appropriate decisions.

ITEM 4: Discussion and action concerning guidelines for Amarillo Activity Fund. Dan Quandt reminded everyone that this was formerly the Civic Center Activity Fund, but the city council agreed to adjust the fund to include any public facility in Potter and Randall Counties. A new ruling in place will only allow funding to tax-exempt organizations, all others would be approved by vote. A special meeting would be called if a quick deadline needs to be met.

Other stipulations would be that we have access to their database of attendees, we can use photographs of the event, we have on-site banner placement at the event, they include a link to our website, and the organization will provide follow-up reporting.

The formula for sponsorship amounts for new events would be: 100% of the amount requested for the first three years, and a 50% reduction for the fourth year. The fifth year would be the final sponsorship, and would be at a 50% reduction from the previous year. Beyond that, they would be expected to be self-supportive. This will allow funds to be available as incentive for new events. These amounts include the value of goods and/or services provided by the CVC.

Some events will be protected from the new formula such as: WRCA, CMSA, Jehovah's Witnesses, and the Tri-State Fair.

Dan Quandt added that we will be hosting the 2018 and 2019 Territorial and National Fast Draw Championships in conjunction with the Coors Ranch Rodeo.

Sherman Bass suggested tabling this item for further discussion at the October meeting.

ITEM 5: Discussion and action concerning Generation Amarillo concept. Dan Quandt stated that it takes patience to make ideas happen. What are good ideas that need to start now? He went over a list, by areas of the city, of opportunities for expansion around existing attractions.

Dr. Pan noted that the Medical District should be included, since it contains DHDC, ABG, and Wildcat Bluff.

Angela Knapp-Eggers added that the arts groups are currently working on tracking their events and activities, which will be helpful in two years when they can reapply for CAD funds. They are also working on immersion of arts in the city to encourage visitors to venture off of I-40.

ITEM 6: Presentation concerning August statistics and possible impact of school start dates. Dan Quandt shared Google Analytics comparisons of the top 25 cities, and ADARA's comparison of the top 24 cities. Those reports show that occupancy was down 10.3%, ADR was down 1.7%, and total revenue was down 7.4%, which equates to \$823,000. The early school-start date is a major contributor to the downturn, this issue will go back to the legislature in 2 years. He has shared this information with Kel Seliger, John Smithee, and TTIA.

ITEM 7: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that tax collection is down 2.1% for the year. This may possibly be due to Hurricane Harvey's affect on corporate travelers from the Houston area.

Monthly Financials – Dan reminded everyone that the new budget will begin October 1st.

ITEM 8: Presentation and Discussion of Committee Meetings

Arts Committee – Kashion Smith reported that grant applications have been received, which totaled \$120,000, the amount available is \$80,000. She added that Kathy Sheldon’s term on the committee has expired, and due to a scheduling conflict, Sherman Bass has resigned from the Arts Committee. She also reminded everyone of Jazztober, which beings October 3rd.

Communications Committee – Sharon Gongora reported that at their September meeting they discussed the digital ads for travelers to the balloon fiesta in Albuquerque, other upcoming ad campaigns, and reports from Google Analytics and ADARA.

Convention & Tourism Committee – Dr. Pan reported that they discussed 2016 MSA reports, our winning the bid for the Cowboy Fast Draw, our sponsorship ads on elevator doors at TSAE, and the next Yellow City Certified in October.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be October 25, 2017.

ITEM 10: Public Forum

Dr. Pan reported that DHDC’s Mad Scientist Ball is October 14th, their current exhibit is Travel Adventure. They are also having a special on memberships in October.

Beth Duke distributed posters for Jazztober. The last Community Market for the year will October 14th.

Stephanie Price reported that PPHM will have a murder mystery dinner in November.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Stephanie Price, CVC Chair