

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 26th day of April 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	6	5
Dr. Aaron Pan	Y	6	5
Sharon Gongora	Y	6	4
Angela Knapp-Eggers	Y	6	5
Tony Freeman	Y	6	5
Daphne Adkins	Y	6	4
Sherman Bass	N	6	4
Paul Borchardt	Y	6	5
Elisha Demerson	Y	6	4
Beth Duke	Y	6	6
Bobby Lee	Y	6	6
Donna Paralicci	Y	6	5
Mark Shaffer	N	6	4
Randy Sharp	Y	6	4
Lauren Walsh	Y	6	3
Phil Woodall	Y	6	6

Guest: Stormie Admire, WTAMU student

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

ITEM 2: Minutes. Motion was made by Phil Woodall, seconded by Angela Knapp-Eggers and unanimously carried to approve the minutes of March 22, 2017.

ITEM 3: Presentation on National Tourism Week. Eric Miller reminded everyone that NTW is May 7-13, but Potter County proclamation is scheduled for April 24th, Randall County for April 25th. The City of Amarillo proclamation will be May 2nd at 5 PM.

There are events scheduled throughout that week. Eric has emailed and posted the full itinerary on our website. Some hard copies are available also.

The only day with no events scheduled is May 11th, due to Business Connection.

Stephanie Price reminded everyone that the Amarillo CVC won the People's Choice and the Judge's Choice Awards at TACVB last year for our extensive activities and involvement in NTW.

ITEM 4: Discussion and action concerning policy addressing lead sharing. Tina Brohlin distributed the proposed Policy Concerning Lead Sharing. It states that "It is the policy of the Amarillo Convention and Visitors Council to only share leads as requested by the client." Motion was made by Beth Duke, seconded by Elisha Demerson and unanimously carried to accept the policy.

ITEM 5: Review of Texas Travel Counselors Conference. Kashion Smith, and others, have received many positive comments regarding TTCC. She reported that this conference included many sectors, such as administrative meetings, presentations from local and state representatives, bus tours, and a trade show.

During their time here, the travel counselors visited 18 of our attractions, enjoyed off-site meals from 7 local caterers, and information from 8 step-on guides.

Daphne Adkins added that the great support of the CVC spoke volumes about Amarillo.

ITEM 6: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax Collections – Tina Brohlin reported that we appear to be down from this time last March. She explained that last year's total was abnormally high, and this year's total is closer to normal.

Monthly Financials – Tina Brohlin reported that we are already half way through the fiscal year, and it will soon be time to plan next year's budget. She warned that there may be further budget cuts.

ITEM 7: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp-Eggers reported that the Golden Nail Awards Gala had approximately 300 attendees, where 14 were honored for their support to the arts. There will be an evaluation meeting immediately following the Arts Committee meeting on May 2nd. Planning for next year will start earlier in order to find ways to have more involvement by the arts groups. We would also like the arts groups to present their entire season as early as possible and be shared with the media.

Communications Committee – Sharon Gongora reported that the committee discussed upcoming press trips, one of which is coming from Brazil, website activity, and new ad campaigns.

Convention & Tourism Committee – Dr. Pan reported that topics discussed at their committee meeting were CVC staff travel, an update on TTCC, and event for NTW.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting is May 24th.

ITEM 9: Public Forum

Paul Borchardt wowed everyone with Wonderland's new Grub Tub. They will be adding more foods to their menu, with all Texas products.

Stephanie Price reported that PPHM will have Changes in the Pages on April 27th, and Mother's Day at the Museum on May 13th.

Gary Molberg reported that plans are moving forward for the 4th of July event downtown, scheduled for July 1st. Tickets are available for Business Connection on May 11th. This will mark the 25th year for Business Connection, there are 18 food vendors for the food court.

Beth Duke announced that the Amarillo Community Market will start June 10th from 9-1, and run through October 14th. High Noon on the Square performances will start June 7th.

Dr. Pan reported that starting May 28th, DHDC will have Physics at Play with giant games created by DHDC. They will also have an escape room opening this summer.

Lauren Walsh reminded everyone of A Night with the Charro on April 28th.

Tina Brohlin announced that Hollie Hawkins won the bid for the West Texas County Judges Conference. The last time it was held in Amarillo was 1976. Tina is waiting for the last three hotel contracts for WRCA.


Donna Paralicci reported that Embassy Suites will start hard-hat tours on May 12th. Contact her to schedule a tour.

Daphne Adkins reported that the TIC will have a summer position available.

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

Respectfully submitted,


Mary Ramirez, Executive Assistant


Stephanie Price, EVE Chair