

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22nd day of March 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	5	4
Dr. Aaron Pan	Y	5	4
Sharon Gongora	Y	5	3
Angela Knapp-Eggers	Y	5	4
Tony Freeman	Y	5	4
Daphne Adkins	N	5	3
Sherman Bass	Y	5	4
Paul Borchardt	Y	5	4
Elisha Demerson	Y	5	3
Beth Duke	Y	5	5
Bobby Lee	Y	5	5
Donna Paralicci	Y	5	4
Mark Shaffer	Y	5	4
Randy Sharp	Y	5	3
Lauren Walsh	N	5	2
Phil Woodall	Y	5	5

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

ITEM 2: Minutes. Motion was made by Paul Borchardt, seconded by Beth Duke and unanimously carried to approve corrected minutes of February 1, 2017, and minutes of February 22, 2017.

ITEM 3: Discussion on the tourism improvement district update. Dan Quandt explained that this fund is just getting started. Hotels voted 64-0 in favor, and the resolution was approved unanimously by the city council. They are now working with delegates and THLA to get passed as a local bill in Senator Seliger's office. It may be added as an amended bill on the House side. They are staying in touch with legislators, before they adjourn at the end of May. It is expected to take the same path as normal laws, and go into effect August 29th. Hotels will go back before city council in early September for authorization to start October 1. They will then get permission from the CVC Board to administer the fund.

He added that TID money can be used in the same ways as the Activity Fund. Projected monthly funding should be about the same as the Event Trust Fund, and could total approximately \$2m, though the fund will start off at \$0.00. Dan will meet with Dipak Patel and three members from TxDot this Friday to discuss welcome signs.

ITEM 4: Discussion on the LEADers program. Dan Quandt explained that this is a new program for sales, and is intended to promote meeting leads. The closing rate for meeting sales is 80%, but they need more

leads to pursue. He urged everyone to share contact information for organizations that could bring their meetings to Amarillo.

He added that whoever's lead turns into business, they will go into a drawing to win a pair of custom-made boots. Lead information can be submitted through our website.

ITEM 5: Discussion on the Madden Media example. Dan Quandt announced that 50% of our advertising is done through Madden Media. He went over the statistics in the Success Story: Reaching Millennials for Amarillo, which was included in the meeting packet. It revolves around locals' opinions, not paid promoters.

ITEM 6: Discussion on the Roundup expansion. Tina Brohlin reported that Roundup has already launched to our hotel partners. She reminded everyone that Roundup is the portal for leads, responses, and various communications. The hotels control their own reporting of amenities, though as a safety feature, we receive notice of changes.

Roundup will launch to non-hotel partners on May 10th, during National Tourism Week. We will offer on-site training, and post videos to view later.

ITEM 7: Discussion on legislative updates. Dan Quandt gave an update on the status of various bills. The school start date is not expected to pass, but is picking up steam. The Bathroom Bill is going before the House now, but not expected to get out of the House. There is a bill to eliminate the Event Trust Fund, and all other trust funds. He added that the term "fund" is misleading, since this is tax money derived from events and is not received until after the event has occurred.

Other bills on the radar are regarding Uber/Lyft, short-term rentals/AirBnB's, and UIL events.

Eric Miller announced that the Film Incentive Fund is doing well, there were many testimonies in favor of keeping the fund, since filming locations have an effect on tourism.

Stephanie Price added that the Heritage Trails fund has been put in the Senate budget as a special item.

ITEM 8: Presentation and Discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that the amount continues to rise, though not at the projected 4%. This is due to one large hotel currently running at low occupancy.

Monthly Financials – Dan Quandt reported that this will be the last time that the Visitor Information Center will have a report. Corrections have been made.

ITEM 9: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp-Eggers shared that the Golden Nail nominations show that local donations to the arts total \$2.4 million. She added that the Arts has an economic impact of \$698 billion on the national economy, \$5.5 billion on our state economy.

She added that the newest member to the Arts Committee is Phyllis Nickum, to replace Ann Crouch.

Communications Committee – Sharon Gongora reported that they discussed upcoming events, NTW, and the need to reach more Asian countries. They also discussed the Ski Amarillo campaign, statistics on

social media, Visit Widget, and making additional information downloadable. AMarillo has reached its 1000th subscriber through the website.

Convention & Tourism Committee – Dr. Pan reported that Dan Quandt chaired the meeting in his absence. AQHA was the featured presenter. Dan added that we sponsored the AQHA Hall of Fame Banquet in San Antonio, which he and Tina Brohlin attended.

ITEM 10: Discussion on future meeting dates and possible agenda items. The next meeting will be April 26th.

ITEM 11: Public Forum

Beth Duke shared an article in the Texas Historical Commission's Medallion on the Potter County Courthouse.

Sherman Bass gave an update on upcoming events at the Civic Center Complex, such as: Greater Tuna, Bulls hockey, symphony, and Brain Candy. There will be a public discussion held next Thursday regarding the economic development plan.

Gary Molberg announced that the fireworks event will be downtown. The event will be called Amarillo Rt. 66 Celebration, which will tie in with Rt. 66 and include vendors, and activities. There will be more details soon.

Dr. Pan reported that DHDC will have their Eggstravaganza on April 15th. Registration for summer camps is still open, they currently have 227 enrolled.

Stephanie Price reminded everyone that PPHM's Cemetery Tour will be at Dreamland Cemetery on March 25th.

Paul Borchardt announced that Wonderland will open for its 66th season on April 1st.

ITEM 12: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,


Mary Ramirez, Executive Assistant


Stephanie Price, CVC Chair