

State of Texas

County of Potter

City of Amarillo

MINUTES

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

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 Angela Knapp-Eggers, and unanimously carried to approve minutes of February 1, 2017.

ITEM 3: Report on TTIA Unity Dinner and Converge on the Capitol. Stephanie Price reported that there were over 500 attendees at Unity Dinner representing the travel industry, our area was well represented.

Dan Quandt added that the main topics discussed were the school start date, full funding for tourism, and use of HOT funds. It was reported that, if the school start date is earlier, \$44 million dollars per week would be lost in HOT statewide.

Dan Quandt reported that Converge on the Capitol included approximately 30 attendees from Kel Seliger's district, Dan also had the opportunity to meet with Chiefs of Staff from the offices of John Smithee and Four Price.

Dan added that the Amarillo Chamber of Commerce hosted the reception at Panhandle Days in Austin.

There was also discussion on the funding that was cut from the CAD grants, TX Film Commission, and Panhandle Heritage Trails. Due to state government being fiscally conservative, that funding is not expected to be restored.

Senate Bill 6 (The Bathroom Bill) was also discussed. This issue was not able to get enough support for a hearing. This bill could have a large impact on our opportunities to bring sporting events to Amarillo.

ITEM 4: Discussion on what would you like to learn about the CVC operation? Dan Quandt asked, in addition to the reports in the meeting packets, what other information would be helpful.

He reported that the booking ratio for the sales team is at 80%, and are booking conventions into the year 2022. Tourism has been a mainstay for Amarillo's economy, but conventions are newer. He will be presenting information about the CVC to the city council on February 28th.

Tina Brohlin added that the downtown project and convention hotel have been very influential in now making Amarillo eligible to bid on conferences that had previously been lost to other cities.

Dan also clarified information about the CVC's work with Burkett Outdoor, whose contracts were in place prior to Randy Burkett's election to city council. Dan has responded to inquiries about our spending with Burkett Outdoor. The total cost of outdoor boards includes advertising staff, and is not the amount actually paid to Burkett Outdoor.

ITEM 5: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax Collections – Dan Quandt reported that this amount is a little below projections, but is up from this time last year. He reminded everyone that most spending is done at the beginning of the new fiscal year.

Monthly Financials – Dan reported that some miscodes are still being corrected, such as the outdoor advertising budget, which has been moved to the general advertising fund, and amounts still coded to the VIC. The bulk of the Arts budget has already been distributed through the marketing grants.

ITEM 6: Presentation and Discussion of Committee Meetings

Convention & Tourism Committee – Dr. Pan reported that their meeting included discussion of CVC staff travel to trade shows for tourism and convention sales.

Communications Committee – Dan Quandt reported that they discussed the use of ADARA in measuring of ad campaigns, and the ability of geofencing with the Visit Widget.

Arts Committee – Angela Knapp-Eggers reported that the jury met to determine the Golden Nail award winners. There are 1800 non-profits in the 26 counties of the panhandle, of which 1400 are in Amarillo and Canyon. The National Endowment for the Arts shows that the economic impact of the arts on the U.S. economy is \$698 billion, and 4% of our GDP.

ITEM 7: Discussion on future meeting dates and possible agenda items. The next meeting will be March 22, 2017.

ITEM 8: Public Forum

Eric Miller reminded everyone of important upcoming dates: Golden Nail Awards Gala is April 6<sup>th</sup>, TTCC is April 10-13, and NTW is May 7-13. The Globe News fireworks show will be July 1<sup>st</sup> and will include Rt 66, the Community Market, and may also include the unveiling of the new Rt 66 signage. The TX Tourism Office is expected to write a letter of support to bring SATW conference here in June 2018.

Dr. Pan reported that Beerology at DHDC will be February 25<sup>th</sup>, and DHDC is welcoming sponsor for Brain Candy at the civic center on March 30<sup>th</sup>. Registration for summer camp is now open.

Stephanie Price reported that PPHM is hosting a discussion of women's roles during WWI on March 11<sup>th</sup>. The Amarillo Walking Tour, scheduled for March 4<sup>th</sup>, is filling up quickly.

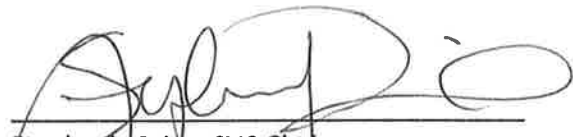
Beth Duke reported that the Chase Tower Run is Saturday. The ground breaking for the Firestone Luxury Apartments will be Friday at 11 AM at 10<sup>th</sup> & Tyler.

Dan Quandt reported that the Venom season 2017 season starts this Saturday. There will be a Tourism Improvement District meeting tonight at 6PM. Scott Joslove, President of THLA, will be the speaker. He also reminded everyone that the city-appointed CVC board members in their second term will be replaced.

ITEM 9: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Stephanie Price, CVC Chair