

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 25th day of March 2015, the Convention and Visitor Council Board met at 8:30 AM in the Amarillo Chamber of Commerce, 1000 S. Polk, Board Room for a regular meeting.

Voting Members	Present	No. Meetings Held	No. Meetings Attended
Cliff Vanderpool	N	6	1
Stephanie Price	Y	6	4
Dr. Aaron Pan	Y	6	5
Kathy Sheldon	Y	6	4
Lilia Escajeda	Y	3	2
Phil Woodall	Y	6	6
Daphne Adkins	Y	6	4
Kevin Hawkins	Y	6	3
Tony Freeman	Y	6	6
Paul Borchardt	N	6	4
Donna Paralicci	Y	6	5
Mark Shaffer	Y	6	4
Randy Sharp	N	6	2
Sherman Bass	Y	6	6
Beth Duke	Y	6	5
Jeff Bara	Y	2	1

ITEM 1: Call to Order. Tony Freeman established a quorum and called the regularly scheduled meeting of the Convention and Visitor Council Board to order at 8:30 AM. He welcomed the newest board member, Jeff Bara.

ITEM 2: Approval of Minutes from the regular meeting held on February 19, 2015. Motion was made by Sherman Bass, seconded by Dr. Pan and unanimously carried to approve such minutes as amended or corrected as follows: Marketing the MPEV will have 4,500 seats.

ITEM 3: Presentation and Discussion on the Open Meetings Training for CVC board members. Mr. Quandt explained that this training is now mandatory for board members. He provided the website address to access the 61-minute video. After viewing, they are asked to send their certificate to the CVC. One copy will be kept on file there; a copy will also be sent city hall.

ITEM 4: Presentation and Discussion of Legislative Updates. Mr. Quandt reported that there are currently three issues being discussed: the school start date, the Event Trust Fund, and House Bill 978, which would recognize Rt. 66 as a portion of the Historic Corridor.

ITEM 5: Presentation and Discussion on current hotel development in Amarillo. Mr. Quandt reported that there are currently five hotels under construction, plus the downtown Embassy Suites, adding 745 new rooms to Amarillo's inventory.

ITEM 6: Presentation and Discussion of highlights from Google Analytics Research. Mr. Quandt reviewed research data from Google Analytics. All statistics are doing well. The time spent on our website is very strong, and the bounce rate is going down. Our new website is responsive design, meaning it can be viewed the same on a mobile device as on a pc.

ITEM 7: Presentation and Discussion of amenities lists in Simpleview software. Tina Brohlin distributed an example of a report to show what the new software can do. A more detailed inventory of our hotels allows us to provide better referrals to clients. Hotels can access the Extranet to update their own information. All partners will have access after Simpleview changes are complete.

ITEM 8: Presentation and Discussion of Amarillo on Tour since last meeting. Mr. Quandt updated everyone on recent travel. February travel included Marketplace, Unity Dinner, and Converge on the Capitol. He and Tina Brohlin recently sponsored the AQHA Annual Convention and Hall of Fame dinner in Ft. Worth. There were nine inductees into the hall of fame-five of which are horses.

ITEM 9: Presentation and Discussion of Operations and Finance. Mindy Bradley and Dan Quandt reviewed the financial reports. A copy of the report is on file.

ITEM 10: Presentation and Discussion of March Committee Meetings. Kathy Sheldon gave the report for the Arts Committee meeting on March 3. They have chosen the menu for the dinner, and winners of the awards. Invitations will be mailed on March 23.

Stephanie Price gave the report for the Communications Committee meeting on March 11, including the six digital campaigns, the newly-unveiled sign on I40 for DHDC/ABG, and National Tourism Week in May.

Dr. Aaron Pan gave the report for the Convention & Tourism Committee meeting on March 11, including National Day of the Cowboy, E-Commerce at the VIC, Grills & Grills on Rt. 66, Business Connection, and the Cultural Arts District meeting. This year's cattle drive will be June 4, with 60 longhorns.

ITEM 11: Discussion on future meeting date and possible agenda items. The next regularly scheduled meeting will be April 22. Agenda items will include: submitting events on the new website, National Tourism Week, Cultural Arts District designation, arts video, ½ cent tax use, Sports Commission meeting on March 31 at 2:00 pm in the board room.

ITEM 12: Public Forum.

Eric Miller stated that the Heritage Trails are in danger of losing funding.

Dan Quandt shared the latest CVC ad, Pastures.

Beth Duke reported that the TX Downtown Association Regional Roundtable will meet April 17.

ITEM 13: Adjournment. There, being no further business, the meeting was adjourned. This meeting was recorded and all comments are on file with the Convention & Visitor Council.

Respectfully submitted,

A handwritten signature in black ink that reads "Mary Ramirez". The signature is written in a cursive style with a large, stylized "M" and "R".

Mary Ramirez
Executive Assistant