State of Texas

County of Potter MINUTES

City of Amarillo

On the 26th day of August 2015, the Convention and Visitor Council Board met at 8:30 AM in the Amarillo Chamber of Commerce Board Room, 1000 S. Polk, for a regular meeting.

Voting Members	Present	No. Meetings Held	No Meetings Attended
Cliff Vanderpool	N	11	1
Stephanie Price	N	11	8
Dr. Aaron Pan	Y	11	10
Kathy Sheldon	Y	11	9
Randy Burkett	Y	2	2
Phil Woodall	Y	11	10
Daphne Adkins	Y	11	8
Kevin Hawkins	Y	11	8
Tony Freeman	Y	11	11
Paul Borchardt	Y	11	8
Donna Paraliticci	Y	11	8
Mark Shaffer	N	11	6
Sherman Bass	Y	11	11
Beth Duke	Y	11	9
Jeff Bara	Y	7	5
Jimmy R. Lackey	Y	5	5
Randy Sharp	N	11	4

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.

ITEM 2: Approval of Minutes from the regular meeting on July 22, 2015. Motion was made by Phil Woodall, seconded by Beth Duke and unanimously carried to approve such minutes.

ITEM 3: Presentation and Discussion on the 2015-2016 CVC Budget Status. Dan Quandt reported that he and Gary Molberg presented the new budget to city council. All went well, and they do not anticipate any changes.

ITEM 4: Presentation and Discussion on Statistics Worth Watching. Dan Quandt presented slides with statistics on direct spending in Amarillo, ADR, occupancy, with a hand out for Market Area Comparisons. He also covered HOT, leads, lead conversion, overnighting motorcoaches, web stats, zip codes, sales tax, number of overnighting visitors, and economic impact. He explained that the MSA includes Potter, Randall, Carson, and Armstrong Counties. He also explained that the HOT tax report each month is not an accurate gauge of visitors, since it is affected by payments of the occupancy tax.

Dan Quandt reported that leads are sent to all hotels, but only a few respond to those leads. A poll will be conducted to see which hotels are interested in receiving leads. Removing hotels not interested will make reporting more accurate.

ITEM 5: Presentation and Discussion on the Jingle. Dan Quandt played the new Amarillo, For the West of Your Life jingle, which was well received.

ITEM 6: Presentation and Discussion of Operations and Finance.

Bed Tax Collections – Dan Quandt reported that the numbers are up, partly due to our higher ADR.

Monthly Financials – Dan Quandt reminded everyone that we are nearing the close of the current budget. Numbers are normal for this time of year.

ITEM 7: Presentation and Discussion of Committee Meetings.

Arts Committee – Kathy Sheldon reported that the airport art is up until January. Marketing Funding Requests have been received, the subcommittee will meet this Friday to decide the allocation of funds. Jazztober will begin soon.

Communications Committee – Tony Freeman reviewed what was discussed at their meeting, such as: the zip code project, the new jingle, social media, submission of events for our calendar, I AMarillo campaign, and the Prime Service campaign.

Convention & Tourism Committee – Dr. Pan reviewed the items discussed at their meeting. Tina Brohlin did a presentation at the C&T meeting to explain meeting impact and how numbers are tracked. Dr. Pan added that the next C&T meeting will be one week later, on September 16th, due to the Chamber BBQ.

Dipak Patel commented that our comparison to Abilene's meetings and conventions numbers are not accurate. Dr. Pan explained that every CVB tallies differently and it is not an apples-to-apples comparison. He reiterated Tina Brohlin's presentation and explanation of meeting data.

Mr. Patel also suggested outdoor boards as drivers are nearing Amarillo that would list credits to our city.

Sports Commission – Jimmy Lackey reported that their next meeting will be October 14th at Kid's Inc. They have been working on a sports facilities inventory.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be September 23rd. (Due to scheduling conflict, this has been rescheduled for September 30th)

ITEM 9: Public Forum.

Daryl Whitworth from Madden Media presented Dan Quandt with the 2015 Content Marketing Award for Best Feature Design for Print or Digital, of which the CVC was a finalist.

Beth Duke reported that the she attended the workshop with the Texas Historical Commission and Texas Parks System regarding our portion of Rt. 66 becoming part of the national parks system. Texas Co-op Power showcased the Center City Block Party in their last issue.

Sherman Bass reminded everyone of the sponsor reception for Adequan at AQHA.

Daphne Adkins reported that there will be a safety event at the TIC on September 4th reminding drivers to not drink and drive.

ITEM 10: Adjournment. There, being no further business, Jimmy Lackey moved to adjourn the meeting. The motion was seconded by Beth Duke and the meeting adjourned. This meeting was recorded and all comments are on file with the City Secretary.

ATTEST:

Mary Ramirez

Mary Ramirez, Executive Assistant

Tony Freeman, CVC Chairman