

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 30th day of September, 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	12	1
Stephanie Price	Y	12	9
Dr. Aaron Pan	Y	12	11
Kathy Sheldon	Y	12	10
Randy Burkett	N	3	2
Phil Woodall	Y	12	11
Daphne Adkins	Y	12	9
Kevin Hawkins	N	12	8
Tony Freeman	Y	12	12
Paul Borchardt	N	12	8
Donna Paraliticci	Y	12	9
Mark Shaffer	Y	12	7
Randy Sharp	Y	12	5
Sherman Bass	Y	12	12
Beth Duke	Y	12	10
Jeff Bara	N	8	5
Jimmy R. Lackey	N	6	5

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 August 26, 2015. Motion was made by Beth Duke, seconded by Daphne Adkins and unanimously carried to approve such minutes.

ITEM 3: Presentation and Discussion on the CVC Role in Product Development. Dan Quandt reminded the board of our role as we approach the election, and downtown development. We are a resource and marketing arm for all of our hotels, and cannot advocate on how to vote.

He added that, as more hotels enter the inventory, it will be critical to have them adequately staffed. Tony Freeman will contact Catherine Lankford at Amarillo College, and Stephanie Price will contact Andrea Porter at WTAMU regarding degree or certificate programs in the hospitality industry.

ITEM 4: Presentation and Discussion on Proposed 2015-2016 CVC Marketing Supplement. Dan Quandt reminded everyone that the marketing plan was emailed in their meeting packet, but hard copies are available if needed. He announced that we are on the edge of exciting changes, as construction on the downtown hotel will begin soon. This will change how we market ourselves, such as having more videos on Facebook, and more activity on Instagram, Twitter, and Pinterest. The emphasis will be storytelling,

experiential, and will use electronic word of mouth from Amarillo residents. The target will include millennials, and the outer cities such as DFW and Albuquerque.

He also reported that the estore is up and running at the Visitor Information Center. He would like to use the VIC to do a trial run of iBeacon, a low-frequency messaging system to text visitors as they near the VIC.

Motion was made by Phil Woodall, seconded by Stephanie Price and unanimously carried to accept the Proposed 2015-2016 CVC Marketing Supplement.

ITEM 5: Presentation and Discussion of Operations and Finance.

Bed Tax Collections – Mindy Bradley reviewed her report for the Hotel Occupancy Tax. She added that this has been a record year.

Dan Quandt added that MuniServices will begin collecting the hotel occupancy taxes in Amarillo. There has been no formal discussion concerning collecting the tax from private home rentals, although, by state law, anyone renting any form of lodging space should be collecting state and local taxes. The City Council has not given MuniServices the authority to conduct audits.

Monthly Financials – Dan Quandt explained that our new budget will begin October 1. Most spending is done in the first six months, but revenue doesn't come in until July and August.

ITEM 6: Presentation and Discussion of Committee Meetings.

Arts Committee – Kathy Sheldon reported that the dates for Jazztober are October 6, 13, 20, and 27. The subcommittee voted to approve allocations for funds. The Golden Nail Awards Gala is April 7, 2016.

Communications Committee – Stephanie Price reported that there was good discussion of the zip code report. Since attendance is tracked differently by each attraction, it was decided to track attendance by city instead of by zip code. In an effort to get more attractions to attend C&T meetings, a committee member will deliver an invitation.

Convention & Tourism Committee – Dr. Aaron Pan reported that there was interesting discussion at their last meeting regarding cleanup efforts at Cadillac Ranch. Eric Miller clarified the ownership and management of that attraction.

Sports Commission – Tony Freeman reported that their next meeting is scheduled for October 14, at the Kid's Inc. office.

ITEM 7: Discussion on future meeting dates and possible agenda items. The next CVC Board meeting will be October 28, 2015.

ITEM 8: Public Forum

Dan Quandt reported that invitations have been sent for the ground breaking of the new Embassy Suites Hotel on October 16, at 11 AM.

Dr. Pan distributed a calendar of events for October at DHDC.

Stephanie Price reported that the PPHM walking tours are sold out, there will be more in the spring. Outdoor Adventure Day is Saturday, October 24 from 11 to 1.

Eric Miller shared information about journalists and bloggers coming to Amarillo.

Sherman Bass reported that there will be a press conference on October 28 at 2 to announce the new contract with WRCA.

Beth Duke distributed new downtown dining guides. She added that, along with Yellow City Co-op, Center City is co-sponsoring Craft Amarillo on October 10 from 3-7 in the Heart Parking Lot at 6th and Taylor. It will include arts and crafts, food, and beer. A Barista Throwdown is scheduled for October 16 at the Amarillo Club.

Donna Paralicci reported that there will be a walk at 9 AM for Stand 4 LEOs to support law enforcement officers on October 10.

ITEM 9: Adjournment. There being no further business, the meeting was adjourned. All comments were recorded and are on file with the City Secretary.

Respectfully submitted,


Mary Ramirez, Executive Assistant


Tony Freeman, CVC Chairman