

State of Texas

County of Potter

MINUTES

City of Amarillo

On the 28th day of October, 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	No. Meetings Held	No. Meetings Attended
Tony Freeman	1	0
Dr. Aaron Pan	1	1
Stephanie Price	1	1
Kathy Sheldon	1	0
Jimmy R. Lackey	1	1
Daphne Adkins	1	1
Jeff Bara	1	0
Sherman Bass	1	1
Paul Borchardt	1	1
Randy Burkett	1	1
Beth Duke	1	0
Kevin Hawkins	1	1
Donna Paralicci	1	1
Mark Shaffer	1	1
Randy Sharp	1	1
Phil Woodall	1	1

Also in attendance was Alan Abraham.

ITEM 1: Call to order. Stephanie Price established a quorum and called the regularly-scheduled meeting to order at 8:30 AM.

ITEM 2: Approval of minutes from the regular meeting on September 30, 2015. Motion was made by Phil Woodall, seconded by Randy Sharp and unanimously carried to approve such minutes.

ITEM 3: Presentation and Discussion on the Update on hospitality training programs. Dan Quandt met with Andrea Porter from WTAMU. She provided a Customized Training Proposal: Customer Service for the Travel Industry to help prepare skilled labor for work in the hotel industry. There will also be discussions with AEDC, AISD, Vista College, and the Texas Workforce Commission about hospitality-industry training programs.

ITEM 4: Presentation and Discussion on Fork in the Road – Post-election Planning. Dan Quandt reiterated that the CVC is here to provide facts, not to advocate for the MPEV. He asked for ideas for either decision.

Tina Brohlin suggested that the public be educated on the use of the HOT, and that the MPEV is not a money maker, but is a revenue generator. Randy Burkett added that ideas from the public have been solicited, but nothing is in writing yet.

Jimmy Lackey added that anything must be multi-purpose, and of enough quality that it can be used year round. A municipally-owned facility would be easier to maintain than privately owned, since long-term maintenance is expensive.

Sherman commented that the civic center is 50 years old. Renovations could add up to 7500 seats.

ITEM 5: Presentation and Discussion of Operations and Finance

Bed tax collections – Dan Quandt reported that the past fiscal year was a record high at \$6.3 million due to a higher ADR, though we are still the lowest ADR in Texas.

Monthly financials – Dan Quandt reported that the CVC is budgeted for HOT plus reserves. The reserve money is not shown on the city report.

ITEM 6: Presentation and Discussion of Committee Meetings

Arts Committee – Becky Zenor reported that the first Golden Nail meeting for the area representatives will be November 20 at the Amarillo Club. They will review and decide on the florist and caterer. She recognized and thanked the sponsors for this year's Jazztober performances.

Communications Committee – Stephanie Price reported that they have changed the format of their agenda by now having public forum discussion at the beginning of the meeting. The committee discussed new marketing strategies, and reviewed fiscal year-end reports at their October meeting. They will further discuss the zip code project at the November meeting.

Convention & Tourism Committee – Dr. Pan reported that the C&T Committee has made the same change to their agenda format. There was record attendance of hotels and attractions at the October meeting. They discussed the convention sales and servicing reports, and the eStore has launched.

Sports Commission – Jimmy Lackey had nothing more to add to his comments above.

ITEM 7: Discussion on future meeting dates and possible agenda items. The next meeting date is November 25.

ITEM 8: Public Forum

Sherman Bass reported that the WRCA press conference is at 2 PM at Entrance 1. The rodeo has sold out of tickets for Friday and Saturday, tickets are still available for Thursday and Sunday.

Dr. Pan reported that DHDC will have Monster Bash on Friday at 5:30 PM. Their fall traveling exhibits are Goose Bumps! And Beyond the X-Ray.

Stephanie Price reported that PPHM will have Crafts and Draughts on Friday, November 13. Tickets can only be purchased online. They will show Daughters of the Dawn on November 19, which is a silent film from the 1920's, the cast includes descendants of Quanah Parker. She also distributed posters for Center City's upcoming Electric Light Parade on December 4 at 6 PM.

Jimmy Lackey reported that Kid's Inc. is working with the Alex O'Brien Foundation on a tennis program that could bring good opportunities for tennis tournaments.

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

Respectfully submitted,



Mary Ramirez, Executive Assistant



Tony Freeman, CVC Chair