

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 25<sup>th</sup> day of October 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	N	1	0
Dr. Aaron Pan	Y	1	1
Sharon Gongora	N	1	0
Angela Knapp-Eggers	Y	1	1
Tony Freeman	Y	1	1
Daphne Adkins	Y	1	1
Sherman Bass	N	1	0
Paul Borchardt	N	1	0
Beth Duke	Y	1	1
Elaine Hays	Y	1	1
Bobby Lee	Y	1	1
Donna Paralicci	N	1	0
Mark Shaffer	Y	1	1
Randy Sharp	Y	1	1
Phil Woodall	Y	1	1

Also present were: Leslie Schmidt, St. Assistant City Attorney, Scott Piner, Tyler Childs, and Kelly Enwright with Sport-Travel

ITEM 1: Call to order. Tony Freeman established a quorum, and called the meeting to order.

ITEM 2: Minutes. Motion was made by Daphne Adkins, seconded by Phil Woodall, and unanimously carried to approve the minutes of September 27, 2017.

ITEM 3: Discussion and Action concerning Activity Fund Guidelines. Dan Quandt reminded everyone that at last month's discussion, the main issue was regarding non-profits. That area has been removed from the equation, although the guidelines can be flexible if it is decided that the event fits our western image. There is \$486,000 available to assist new groups, and the ones that are grandfathered.

Motion was made by Beth Duke, seconded by Randy Sharp, and unanimously carried to approve the guidelines as presented.

ITEM 4: Presentation on Numbers that Matter. Dan Quandt presented statistics on tourism in our MSA based on data from D.K. Shifflet. Of the 26 MSA's in Texas, Amarillo is tenth. Our MSA includes Potter, Randall, Armstrong, and Carson Counties. He clarified the terms person stays: one person here for one day (day tripper), and person days: one person here for multiple days.

Visitors generate almost 60% of our total local sales tax, 49% of those visitors are day trippers, with 77.4% here for leisure. In 2016, tourism brought in \$830 million in direct spending in Amarillo, employed 8,680 people, and generated \$6,777,095 in Hotel Occupancy Tax.

Dan added that Leslie Schmidt is working on tax collections from short-term rentals. It will then be necessary for owners to register their property, and include a physical address.

#### ITEM 5: Presentation and Discussion of Operations and Finance.

Hotel Occupancy Tax Collections – Dan Quandt reported that tax collections for September was \$6,580,377. The decrease is due to some hotels still outstanding, and Hurricane Harvey's massive impact on corporate travel from Houston.

Monthly Financials – No financials available at this time, pending our annual audit.

#### ITEM 6: Presentation and Discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that the committee has awarded \$80,000 in marketing grants. Due to a schedule conflict, Sherman Bass has resigned from the committee, his position is being filled by Eric Barry.

There was much discussion among the committee regarding the Immersion Arts Project. Angela will meet with a potential funder later today. When details are set, she will present the idea to the city council.

The committee is continuing to work on revamping the Golden Nail Awards Gala. The final decisions will be made at their November meeting.

Communications Committee – Dan Quandt reported that at their October meeting they reviewed the monthly reports from ADARA and Google Analytics. The Ski Amarillo campaign will begin November 1<sup>st</sup>. The campaign may continue through the rest of the year, but with changing themes.

Dan recently met with the owner of Chute while at TTIA. He informed Dan that the picture of the dancer at Cadillac Ranch will be featured in their magazine, and also used as a Facebook case study.

Convention & Tourism Committee – Dr. Pan reported that they discussed October being a busy month for Convention Services. The Convention Sales team will be traveling this month, and surveys were sent to partner hotels to see what hotels want to continue receiving leads.

The next Yellow City Certification is scheduled for this Friday. The 2018 visitor guide is in its final stages of proof reading.

ITEM 7: Discussion on future meeting dates and possible agenda items. The next meeting is scheduled for November 22<sup>nd</sup>. It was decided to keep that date, but a poll will be sent regarding changing or cancelling that meeting due to the Thanksgiving Holiday.

#### ITEM 8: Public Forum

Dan Quandt introduced guests Scott Piner, Tyler Childs, and Kelly Enwright from Sport-Travel. Tyler explained the function of Sport-Travel, and how they facilitate the housing process for large groups. Tina Brohlin emphasized the importance of tracking pick up from hotels to help determine the economic impact and return on our investment.

Gary Molberg reported that this is the 7<sup>th</sup> year of the Shop Smart, Shop Local campaign. Sales tax is the city's lifeblood, and it is estimated that there is approximately \$122 million in leakage.

Beth Duke reported that the Electric Light Parade is December 1<sup>st</sup>. This was the last week for Jazztober, and she saw great support at the Center City check presentation. Due to its popularity, Center City will plan on sponsoring more of the Downtown Trolley Tours for groups.

She added that an architect and planner will be here from the Texas Historical Commission for work on the website <https://downtowntx.org>, to showcase historical buildings available for sale or lease.

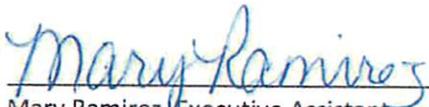
The Amarillo Cultural District's website, <http://artsinamarillo.com> is now active. Beth is working with AEDC on an article for Inc. Magazine on lifestyle and culture.

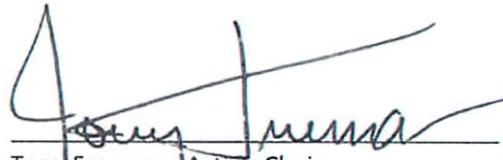
Dr. Pan reported that DHDC will have their Monster Bash on October 27<sup>th</sup> & 28<sup>th</sup>.

Eric Miller reported that the Kiwanis Club and the Rt. 66 Association have scheduled a clean-up at Cadillac Ranch on October 28<sup>th</sup> at 9 AM, volunteers are welcome.

ITEM 9: Adjourn. There being no further business, Tony Freeman adjourned the meeting.

Respectfully submitted,

  
Mary Ramirez, Executive Assistant

  
Tony Freeman, Acting Chair