

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22nd day of August, 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	Y	10	8
Dr. Aaron Pan	Y	10	7
Sharon Gongora	Y	10	8
Angela Knapp-Eggers	Y	10	10
Tony Freeman	Y	10	7
Sherman Bass	Y	10	7
Paul Borchardt	Y	10	7
Coco Duckworth	Y	8	7
Beth Duke	Y	10	9
Kevin Hawkins	Y	5	4
Elaine Hays	Y	10	10
Bobby Lee	Y	10	8
Vic Raha	N	5	2
Jody Reynolds	Y	8	7
Mark Shaffer	Y	10	4
Phil Woodall	Y	10	6

Guest: Jeff Farris with Amarillo Globe News

ITEM 1: Call to order. Stephanie Price established a quorum and called the meeting to order.

ITEM 2: Public Forum. There were no comments.

ITEM 3: General announcements from the Board of Directors.

Dr. Pan reminded everyone of the opening of the time capsule on September 29th, the items will be revealed and on display. Their fall traveling exhibit, Rescue, will open September 22nd.

Jody Reynolds invited everyone to AQHA's reception for Adequan Select World Championship Show on August 26th.

Phil Woodall encouraged everyone to see ALT's Pageant Play.

Gary Molberg reminded everyone of the 23rd annual Chamber BBQ on September 13th.

Stephanie Price reported that PPHM is partnering with the Amarillo airport on Exploring Space Yesterday, Today and Tomorrow, with a reception on August 28th.

Sherman Bass reported that there will be a press conference for WRCA tomorrow at 11 AM through Entrance 1. He reminded everyone of the 50th anniversary celebration on August 31st.

Paul Borchardt announced that Wonderland will close its season on Labor Day. Next season will include two new expansions.

ITEM 4: Minutes. Motion was made by Beth Duke, seconded by Mark Shaffer, and unanimously carried to approve the minutes of July 25, 2018.

ITEM 5: Presentation, discussion and action concerning the FY18 CVC operating budget. Dan Quandt presented the proposed budget for the next fiscal year. He explained that the CVC budget is made up of nine separate budgets.

Revenue Situation – due to lower HOT collections, we will be starting with a deficit of \$216,336 from FY 2016. Revenue generators will be website advertising of \$5000, logo licensing should bring in \$5000, and the collection of HOT on short-term rentals of an estimated \$37,440. Total revenue should be \$1,997,019, down \$250,000 from the current budget. We will be able to maintain our allocation to downtown projects at \$650,000.

The CVC's budget includes nine separate budgets-

CVC Support – Two positions have been eliminated, incentive funding lowered, and line items have been adjusted for proper usage.

Communications – Eliminated two trade shows, moved Simpleview CRM payments and the Film budget to Communications. We are working with the city and AEDC on a new Amarillo Digital Ambassador Program to acquire content from residents, instead of Chute.

Convention Development – Dropped seven trade shows, added two new ones. Budget reduced by \$56,000.

Convention Services – moved Special Projects budget to Servicing.

Tourism – Eliminated one consumer show, reduction in trade shows of \$18,000. We are adding an interactive kiosk at the airport, which will provide opportunities for growth and data collection. We are also adding funding for Threshold 360 for 360-degree videos of Amarillo-area sites, which will be on our website, can be included in sales proposals, and could possibly become co-ops with our partners.

Arts – there will be no change to the Arts budget, but the rules regarding grants will be tightened and enforced.

Advertising and Marketing – Corrected budget for professional organizations and trade shows. We will pay \$20,000 of the \$35,000 pledge for the Tourism Improvement District. If the TID passes, our contribution will be reimbursed. If it does not pass, our contribution will be refunded. We will be adding the services of Utrip, airport data analysis, AirDNA, revamping our website, and increasing our TripAdvisor ads. All others will be on hold pending TTIA Travel Summit.

Special Projects – We will continue to support the Amarillo Bulls, Venom, Texas ProKart Challenge, and baseball.

Total expenses are \$1,982,352, a surplus of \$14,667.

Future – Our downtown payment will increase to \$1,000,050 by FY21. Additional hotels should increase our ADR, and passage of the TID would provide additional funding, which would be under the control of local hotels.

Motion was made by Tony Freeman, seconded by Phil Woodall, and unanimously carried to accept the FY18 budget as presented.

It will then be presented to the Chamber Board, and City Council for further approval.

ITEM 6: Presentation and discussion of Operations and Finance

Hotel Occupancy Tax Collections – Dan Quandt reported that tax collection is up, summer travel has been good.

Monthly Financials – He reported that financials are good, last revenue won't be collected until mid-October.

ITEM 7: Presentation and discussion of Committee Meetings

Arts Committee – Angela Knapp Eggers reported that they have revised the guidelines for marketing grants. The Arts & Beautification Committee reviewed 11 applications for the airport mural project. The city will choose the awardee soon, the expected completion date for the project is September 17th. The Arts Committee will resume meetings in September.

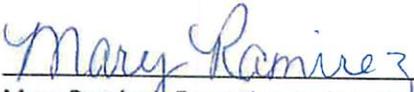
Communications Committee – Sharon Gongora gave an update of items discussed at their August meeting, such as: the 2017 Amarillo MSA Stats, ads in the Panhandle-area newspapers, budget, counting visitors at Cadillac Ranch, an updated list of 66 Things to do in Amarillo, and research from Google and ADARA.

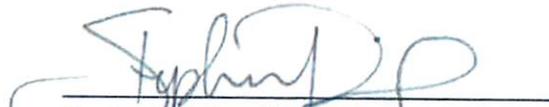
Convention & Tourism Committee – Dr. Pan reported that at their August meeting they discussed direct spending by visitors, and received the monthly Sales, Services, and Tourism reports.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting is scheduled for September 26th but may be changed due to travel.

ITEM 9: Adjourn. There being no further business, Stephanie Price adjourned the meeting.

Respectfully submitted,


Mary Ramirez, Executive Assistant


Stephanie Price, CVC Chair