

Minutes

El Paso Convention and Visitors Bureau

Advisory Board Meeting

Thursday, January 10, 2008, 4:00 P.M.

The Las Palmas and Del Sol Room, El Paso Convention Center

Board Members Present

Marilyn Munden
Cindy Foght
Lidia Flynn
Terry Guerra
Adeline Rogers

Board Members Absent

Jane Ratcliff
Joe Frandina
Pat Valdez-Rios

CVB Staff

Bill Blaziek
Veronica Castro
Mike Patterson
Ashley Tantimonaco
Pat Genera
Valerie A. Garcia
Susie Gaines
Pifas Silva

I. CALL TO ORDER

- The meeting was called to order at 4:08 P.M.

II. PRESENTATION BY:

Dr. Michael Tomar

- Dr. Tomar, Director of the El Paso Art Museum gave an insightful presentation on the state of the art scene in El Paso.

III. REVIEW OF MINUTES

- Minutes were filed as presented.

IV. UPDATES

A. Financials: Pat Genera reviewed financials for November and 1st Quarter

- Revenues and expenses are on course with budget.

B. Convention and Tourism Development: Veronica Castro

- 12 leads were generated in the month of December with a total of 590 room nights for an approximate economic impact of \$220,593.00
- 4 pieces of business went definite with 1379 room nights and an economic impact of 933,524.
- The El Paso CVB sponsored the annual TSAE holiday luncheon. 280 meeting planners from Austin were in attendance.
- Cathy Countiss also delivered holiday gifts to our top 30 accounts in Austin.
- Pat Garrett will be partnering with the Camino Real Hotel, Hilton Garden Inn and Butterfield Trail Golf Course at the Annual Southwest Showcase tradeshow to be held in Jan 31st in Austin, Texas.
- Cathy Countiss will be attending RCMA (Religious Conference Management Association) on February 5-8, in Orlando. El Paso has not participated in this conference in the last 10 years.
- Total walk-ins at the Visitor centers for the month of Dec. were 1808, total inquiries were at 1564.
- 17 attractions and hotel partners participated in the Travel Fair during the Sun Bowl Fan Fiesta.
- Beginning January 31 the US Customs and Border Protection will no longer accept oral declarations of citizenship from returning US residents. All residents 19 and older need to show a government issued photo ID and a citizenship document. US

citizens without proper documentation will be given a “tear sheet” upon entry explaining the new requirements. This process will be used for the next 6 months.

- We are gathering the Sun Bowl room nights generated from all the properties and so far we have accounted for 3884.
- We are in the beginning phases of creating a travel trade section to be added to the website. The Information Center will assist tour operators with planning visits to EP.
- Neighborhood Leadership Program: Scheduled for Feb 13th will present on CVB, CPAC and Film Commission. Program allows civilians to learn about all city departments and programs. Citizens enroll in this program, free of charge.
- The next Ambassador training will be held Feb. 1st from 9:00-Noon at eh Residence Inn Hotel.
- Leesy McCorgary Tourism Sales Manager will attend ABA (American Bus Association) on Feb. 3-5 in Virginia Beach. She will be part of the Texas team, which will be representing 27 cities in Texas.
- This year’s Spirit of Amigo luncheon will be held on Thursday, May 15th lease mark your calendars.

C. Performing Arts Venues: Ashley Tantimonaco

- Total Monthly Theatre Attendance for the month of December was 12, 612
 - Plaza Theatre with 8, 010
 - Chavez Theatre with 4, 602
- Number of performances in the month of December was 11 performances
 - Plaza Theatre hosted 6 performances
 - Chavez Theatre hosted 5 performances
- Number of performances YTD (September 2007 – December 2007) is 38 performances in both theatres
 - Plaza Theatre hosted 25 performances
 - Chavez Theatre hosted 13 performances

D. Operations and Food and Beverage: Mike Patterson

- Month of December \$154,000 in sales, budget of \$180,000
- Mike Patterson is currently working on Bridal Fair for January. Savor will participate in this event with a vendor booth promoting weddings and quinceneras.
- They are also working on concessions and points of sale and booth presentations.

E. Communications: Pifas Silva

- Website hits: Dec. 2007 – 59,616 as compared to Dec. 2006 – 43,585
- Publicity: \$69,215.55 compared to \$46,984.42
- Publicity in Texas Monthly, Texas Highways, El Diario Chihuahua

F. Film Commission: Susie Gaines

- 1 partial Feature filmed/wrapped: THE BURNING PLAIN, \$1 million direct impact; 210 Room Nights/Camino
- The Little Diner was used for a segment of the game show JEOPARDY – which aired this week.
- A show from the Court Television called THE INVESTIGATORS (that filmed here this summer), filmed at the EP Int’l Airport and aired last month (Dirty Business).
- Current leads, year-to-date: 12
- Direct impact, year-to-date: \$1,600,850.00
- Room Nights, year-to-date: 1,302
- Currently working on 3 documentaries:

- WELCOME TO AMERICA (Lucky Duck Productions) which is filming was supposed to have been in December but this film and the next one were moved to film in the next two weeks **America** (Goldilocks Productions)
- US CUSTOMS AND BORDER PROTECTION training documentary
- Independent Feature needing desert and a prison. Pictures have been sent out to Tall Orders Productions Feature needing a mall. No decision has been made yet by the production company (**Observe & Report**)
- Small independent feature out of Juarez - to come here and shoot 3 days (**Backyard**) **Kick the Can**.

V. GENERAL MANAGERS UPDATE

- Bill Blaziek gave the current status of the McKelligan Canyon road work, and said that things were moving along. He also said that the commercial space available at the Union Plaza Transit Terminal is currently being studied by Sun Metro and the City.

VI. OPEN DISCUSSION

- Lidia Flynn gave kudos to Mike Patterson for the set up and menu that was presented for the Celebrity Waiters Charity event.

VI. ADJOURN

- Meeting was adjourned at 5:26 PM.

The next meeting will be on February 14, 2008 at 4 PM at the Holocaust Museum