

## Minutes

### El Paso Convention and Visitors Bureau

### Advisory Board Meeting

February 9, 2006, 4:00 P.M.

Las Palmas Del Sol Room, El Paso Convention and Performing Arts Center (CPAC)

#### Board Members Present

Bernie Olivas  
Jane Ratchiff  
Marilyn Munder

#### Board Members Absent

Michael Shoffit  
Cindy Foght  
Adeline Rogers  
Lidia Flynn  
Suzanne Azar  
Pat Valdez-Rios

#### CVB Staff

Bill Blaziek  
Bryan Crowe  
Pat Genera  
Pat Garrett  
Wendy Garrett  
Pifas Silva  
Michael Patterson  
Susie Gaines  
Leesy Ramirez

### I. CALL TO ORDER

- The meeting was called to order at 4:11 P.M.

### II. REVIEW OF MINUTES

- Minutes were filed as presented.

### III. UPDATES

#### A. Financials: Pat Genera Distributed and reviewed financials for December 2005

- Revenues improved in all areas for the month of December.
- CPAC expenses increased due to Hurricane Katrina and continuation of food and beverage expansion.

#### B. Convention and Tourism Development: Pat Garrett

- The month of January produced six definite sales with an impact of \$2.5 million, and 2,035 room nights.
- TACVB Conference was held in January.
- Southwest Showcase Conference was held in early February.
- Sales team will be complete by March 1.

#### C. Theater: Wendy Garrett

- Willie Nelson concert was a sold out show.
- Riverdance scheduled to open the new Plaza Theater on March 17<sup>th</sup>.
- Tony Bennett is scheduled for March 25<sup>th</sup>, tickets will be released for sale on February 24<sup>th</sup>.
- VIVA will perform its summer season at McKelligon Canyon, with six weeks worth of performances.

#### D. Operations: Bryan Crowe

- Scheduling session was held in early February to discuss all events being held for the next 40 days.
- Plaza Theater continuing to reach completion and is scheduled to open March 17<sup>th</sup>.

#### E. Food and Beverage: Mike Patterson

- City Hall café to open February 13.
- Development of the Plaza Theater bar in the works.

**F. Communications: Pifas Silva**

- Local coverage given to the city of El Paso and/or the El Paso CVB/CPAC for the month of January include: The El Paso Times, El Paso Inc., and What's Up.
- The El Paso CVB was listed in the TX Travel Guide and the TX Tour guide during the month of January.
- El Paso will take part in a unique internet venture with the Texas Education Vacation web site.
- The Centennial Committee will be held in the month of March for the celebration of the Union Depot.

**G. Film Commission: Susie Gaines**

- 9 leads for the month of January
- Continuing to work on a new script by Ethan Hawk called The Hottest State.
- Reality show still in the works.
- Room Nights year to date are 526, with an economic impact of \$866,800.

**IV. GENERAL MANAGERS REPORT**

- Marquee lighting will take place on March 16<sup>th</sup> around sunset and a small reception will follow.
- The opening and ribbon cutting for McKelligon Canyon Pavilion will be held on March 30<sup>th</sup>.
- Positive praise was given to El Paso during the Sun Bowl monthly meeting. The city expressed interest in taking part of Sun Bowl preparations this year.
- Mayors Tourism cabinet has been embraced by the city administration and will work to create a new strategic plan.

**V. ADJOURN & TOUR OF CONVENTION CENTER KITCHEN AND ABRAHAM**

**CHAVEZ THEATER BACKSTAGE:** Next meeting will be held on March 9, 2006 at 4:00 P.M.