

## Minutes

### El Paso Convention and Visitors Bureau

### Advisory Board Meeting

Thursday, February 15, 2007, 4:00 P.M.

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

#### Board Members Present

Marilyn Munden  
Fred Jackson  
Lidia Flynn  
Bernie Olivas  
Jane Ratcliff  
Cindy Foght  
Michael Shoffitt

#### Board Members Absent

Adeline Rogers  
Pat Valdez-Rios

#### CVB Staff

Bill Blaziek  
Terrie Todd  
Bryan Crowe  
Wendy Garrett  
Pat Genera  
Dana Smith  
Pifas Silva  
Susie Gaines

#### I. CALL TO ORDER

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

#### II. REVIEW OF MINUTES

- Minutes were filed as presented.

#### III. UPDATES

##### A. Financials: Pat Genera reviewed financials for December

- Revenues and expenses are on course with budget.

##### B. Convention and Tourism Development: Terrie Todd

- Eight leads were generated in January including one for The National Guard Association in 2011.
- Three leads were turned definite including the Texas Association of Health Underwriters.
- Three site visits were conducted, including Siglo d'Oro and the 2nd Missile Battalion.
- Pat Garrett, Director of Sales and Cathy Countiss, Sales Manager, will represent El Paso at the TACVB Oscar Party and co-city sales Blitz in Austin, TX this month.
- Veronica Castro and Rebecca Diaz along with Bill Blaziek represented El Paso at the American Bus Association conference in Grapevine, TX where they met with over 20 tour operators..
- The Tourism department is currently conducting Ambassador Training for the hospitality industry to educate front-line employees, including Taxi Drivers, hotel and restaurant employees, on what El Paso has to offer. The next training will take place in March.

##### C. Performing Arts Venues: Wendy Garrett

- There have been many successes in the Plaza Theatre in the traditionally quiet month of January.
- Mamma Mia! Had over 12,000 seats sold for the run of the show, and surpassed the success of this show in any of the 12 markets serviced by Jam Theatricals.
- The Goo Goo Dolls performed to a sold-out house on February 14.
- Willie Nelson will perform this weekend in the Abraham Chavez, and Jesus Christ Superstar will perform next month in the Plaza Theatre. Both are projected as sell outs.

- Wendy contributes some of the success to the variety of shows presented in the Plaza Theatre, appealing to a wide audience, and the appeal of the Plaza Theatre itself.
- Upcoming shows include comedian, Rodney Carrington, The Producers and humorist, David Sedaris.
- Viva El Paso has hired an artistic director for the 2007 season which will be staged 3in June and July at the McKelligon Canyon Amphitheatre.
- The Plaza Theatre Annex is scheduled to open on May 1, 2007 including the Alcantar Rooftop Garden, Philanthropy Theatre and Oasis Lounge.

**D. Operations and Food and Beverage: Bryan Crowe**

- The Food & Beverage Department hosted 25 events in December.
- Mike Patterson, Director of Food & Beverage, attended a corporate training in Long Beach, CA.
- The Facility Sales Department just returned from sales software training in Phoenix, AZ.
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**E. Communications: Pifas Silva**

- The CVB continues to grow our Web presence, attracting over 55,000 hits to our website in January.
- A link to the events calendar has been added to the home page for a more user friendly site.
- The CVB now has a dedicated 2 page spread in the popular El Paso Magazine.
- Adding to the exposure for events hosted at the Convention Center, Plaza Theatre and Chavez Theatre, 4 of the past 5 El Tiempo covers (the El Paso Times' weekly entertainment section) have been for events at these facilities.
- In January, Catherine Countiss spoke at the Kiwanis Club, Terrie Todd spoke at the Dan Haggerty Breakfast and Bryan Crowe spoke at the Eastside Lions Club

**F. Film Commission: Susie Gaines**

- The Film Commission has generated 31 new leads in January and February including 7 feature film prospects, 2 TV projects and 2 Commercials.
- In January, the BBC filmed a documentary, Court TV filmed interviews and a feature film, "Guilty" filmed for a day in San Elizario.
- Susie Gaines recently spoke on Leon Metz's weekly Radio Show.
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**IV. GENERAL MANAGERS UPDATE**

- The Tourism Unity Dinner will be held in Austin on February 20. 3 elected officials have confirmed their attendance at the El Paso Table.
- DCI, a national PR firm based in New York has been contracted by RedCo. to assist in marketing El Paso as an exciting Commercial and Tourism Destination. The communications department of the CVB will work closely with DCI.

**V. OPEN DISCUSSION**

- Jane Ratcliff said thank you and great job for all the CVB and CPAC does for El Paso.

**VI. ADJOURN**

- Meeting was adjourned at 5:14 PM.

**\*The next meeting will be on April 12, 2007 at 4 PM.**