

Minutes

El Paso Convention and Visitors Bureau

Advisory Board Meeting

Thursday, March 9, 2006, 4:00 P.M.

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

Board Members Present

Bernie Olivas
Michael Shoffit
Adeline Rogers
Lidia Flynn
Jane Ratcliff
Marilyn Munden
Suzanne Azar
Pat Valez-Rios

Board Members Absent

Cindy Foght

CVB Staff

Bill Blaziek
Bryan Crowe
Pat Genera
Pat Garrett
Wendy Garrett
Mike Patterson
Susie Gaines
Veronica Castro
Pifas Silva
Leesy Ramirez

I. CALL TO ORDER

- The Meeting was called to order at 4:16 P.M.

II. REVIEW OF MINUTES

- Minutes were filed as presented.

III. UPDATES

A. Financials: Pat Genera Distributed and reviewed financials for January

- Accounting department is currently converting to a new Peachtree accounting system that will meet corporate standards and provide a more efficient reporting system.
- Year to date revenue is over budget.
- CPAC expenses increased due to new food and beverage department and transition costs. Reconciliation is expected in the future and the city will capitalize significant expense for new food equipment.

B. Convention Development: Pat Garrett

- Cathy Countiss and Joanne Rodriguez were introduced as new sales managers. Cathy joins the El Paso Convention and Visitors Bureau with 12 years experience in the hospitality industry. She will concentrate on accounts that consist of social, military, education, religion and fraternal associations. Joanne joins the bureau with four years of travel sales experience in the El Paso area. Her efforts will focus on both state and national convention accounts.
- Six definite bookings for month of January with an economic impact of 1.6 million.
- 260 definite room nights for 2006, and 500 definite room nights for 2007.
- Economic impact for leads issued is 4 million.

C. Theater: Wendy Garrett

- Private reception will take place at the Plaza Theater on March 15th and will include tours of the theater.
- The Lighting of the Marquee presented by the El Paso Electric Company will be held on March 16th beginning at 6:00 P.M. Following the lighting will be tours of the Theater.
- On March 17th the public is invited to join the City of El Paso and the El Paso Community Foundation as they cut the ribbon for the grand opening of the Plaza Theater. Betty Moore Maguire will be honored on this night followed by the opening performance of Riverdance.

- Tony Bennett scheduled for March 25th and is another performance in a series of grand opening events.
- The El Paso Symphony will perform in the Plaza Theater for the first time on April 21st and 22nd.
- Wendy is currently working with media to promote the Plaza Theater opening.
- Theater specialist are being brought in from other SMG facilities to support the grand opening.

D. Operations: Bryan Crowe

- Constant activity in the Plaza Theater.
- Audio system is currently being installed, Orchestra shell has been assembled, all hardware for phone systems is being installed and elevator lifts are scheduled to be up and running by March 15th.
- Wireless controls and custom software are being installed for lighting system.
- FF & E equipment is being delivered.

E. Food and Beverage: Mike Patterson

- All equipment for City Café has been ordered and will be a full service café by April 10th. This will be a six month trial process.
- Currently working on food and beverage for all upcoming Plaza events.
- Liquor license for convention center has been received and license for Plaza Theater is 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 months of February and March included: The El Paso Times, What's Up, Inside & Out, TX Travel Log, TTIA and TX Highways.
- Texas Travel Log has given recognition to El Paso and has requested copies of any photos and articles featuring El Paso.
- The CVB website will provide a master calendar of events in the near future. This master calendar is expected to stimulate tourism.
- Al Fresco Fridays is being provided by The Museum and Cultural Affairs Department. This will provide free music and entertainment for the community beginning in late

G. Film Commission: Susie Gaines

- 12 leads for the month of February.
- Corporate industrial videos took place in the month of February.
- Filming of The Hottest State by Ethan Hawk began March 9th.
- Working on three new reality shows.
- Room nights year to date are 526 with an economic impact of \$888, 800.

H. Tourism Development: Veronica Castro

- Role will be to work closely with the City museum and cultural affairs department.
- Currently working with the Empowerment Zone on the completion of the Master Calendar.
- Scheduled to attend Texas Travel Industry Association in late March.

IV. AGENDA

A. Plaza Theater Update

- Continuing to work on opening of the Plaza Theater.
- Private and public events will be held beginning March 15.

B. McKelligon/Pavillion Update

- Verbal assurance has been received that VIVA will perform beginning in mid June and will perform approximately 16 shows.

- Currently working with agents to book additional entertainment in the canyon.
- Grand opening of the McKelligon/Pavillion is scheduled for March 30th. Venue will provide space for 50-500 guests.
- Continuing to work on capital improvements for the canyon.

C. USBC Update

- El Paso has been awarded the 2010 USBC's Women's Championships.
- Event will begin as early as February and will continue through June. Championships will span over 90 days.

V. OPEN DISCUSSION

- Pat Valdez-Rios addressed the convention calendar. Stressed the importance of the calendar's assistance in planning ahead. The calendar allows local hotels in structuring rates, and arranging room availability.
- Mike Shoffit emphasized that a collective effort by the City, County, CVB, Sports Commission, HMA & the hospitable community of El Paso resulted in the USBC victory for 2010.