

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, March 17, 2011 4:00 p.m.**  
**El Paso Room**

**Board Members Present**

Bernie Sargent  
Bernie Olivas  
Betsy Behrenhausen  
Yolanda Torres  
Underwood  
Kay Mooy  
McCorgary  
Getsemani Yanez  
Terry Guerra, Emeritus  
Marilyn Munden, Emeritus  
Joe Frandina, Emeritus

**Board Members Absent**

Elvia Hernandez  
Laurie Paternoster  
Joe Daubauch

**CVB Staff**

Bill Blaziek  
Carol McNeal  
Bryan Crowe  
Brooke  
  
Leesy

**I. CALL TO ORDER**

- The meeting was called to order at 4:06 p.m.

**II. General Manager's Update**

- Bill discussed the "Strategic Communications Task Force." The group will focus on image building and how to employ media techniques.
- Bill introduced our guest speaker, Don Baumgardt, Publisher of the Official El Paso Visitors Guide. Don discussed the launching of his new site, [www.geobetty.com](http://www.geobetty.com), an interactive site that provides visitors with information related to hiking and biking trails throughout the El Paso area.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- Total revenue year to date is \$1,726,406 compared to \$1,639,120 in 2010
- Total operating expenses year to date are \$3,521,217 compared to \$3,288,680 in 2010.

**B. Facility Sales & Marketing: Carol McNeal**

- Currently on pace with FY 10/11. March marks the first month in 2011 that we will be competing against USBC figures.
- Yani is scheduled to perform in May at the Plaza Theatre and is expected to sell out.
- Alfresco Fridays and Movies in the Canyon will once again take place this summer.

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

- We will soon be entering the budget season and will continue to focus on capital improvement projects.
- The Glory Road parking garage successfully completed its first month of operation.
- Assisted with the preparation of the Conference USA block party by providing most of the AV equipment needed.
- Currently preparing Arts Festival Plaza for the 2011 season of Alfresco Fridays.
- Revenue in Food & Beverage for the month of February 2011 was \$166,189 compared to \$55,763 in February 2010.

**D. Convention Development : Brooke Underwood**

- Conference USA proved to be a very busy 2 weeks. Over 2,400 room nights were booked in the 6 contracted hotel properties.
- CVB also hosted a tent at the Conference USA block party where on average 229 people attended each day. Brochures, event information, etc. were distributed.
- The EPCVB hosted a Familiarization Tour for Texas Association of Collegiate Registrar and Admission Officers. The conference anticipates an attendance of over 600 and 400 peak rooms. A decision is to be announced in mid April 2011.
- Mary Kay has once again chosen El Paso for its 2011 conference. Mary Kay has chosen El Paso as its host city for 2012 as well.
- Austin sales calls were held in February where the team met 5 organizations and conducted a presentation to the National Federation of Catholic Youth Ministry.
- Kimberly McCarden Foster will join the CVB team next week as the new Advertising and Marketing Manager.

**E. Tourism Development: Brooke Underwood**

- The Downtown Walking Tour brochure has been re-designed and printed. The new brochure features full color and new images.
- The first Lincoln Park Murals brochures was also designed and printed. The brochure is a walking tour of all the murals located in Lincoln Park on Durazno Street.

**IV. Open Discussion**

- Bernie Olivas commented on the economic impact Sun Bowl had on El Paso. A press release will be issued promptly.

**V. ADJOURN**

- Meeting was adjourned at 5:05 PM.

**\*The next meeting will be on Thursday, April 14, 2011 at 4 p.m. in the El Paso Room.**

## April 2011 Department Updates

### Financials

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- Total Revenue generated for the month of March 2011 was \$375,845 compared to \$197,576 in March 2010.
- Total Revenue year to date is \$2,443,120 compared to \$2,052,061 in 2010.
- Total Operating Expenses for the month of March 2011 were \$618,629 compared to \$701,255 in March 2010.
- Total Operating Expenses year to date are \$4,724,680\* compared to \$4,582,571 in 2010.

\*Expenditures reflect special projects for capital improvements.

### Facility Sales & Marketing

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- During the month of April 2011, 34,147 patrons attended events in all venues compared to 16,520 in April 2010.
- 20,989 patrons attended events in the theatre venues and 13,158 patrons attended events in the Convention Center and McKelligon Canyon Pavilion.
- We are now ahead of the FY 10/11 overall attendance pace with a YTD 2011 attendance of 218,988 vs. YTD 2010 attendance of 186,535, an increase of 17.4%.
- April 2011 New Bookings
  - 63 new events were booked during the month of April vs. 16 new bookings in April 2010.
- April 2011 Event Highlights
  - 2011 Alfresco Friday Concerts launched, 5,961 in attendance (18% increase in attendance over 2010)
  - Generation 2000, 8,086 in attendance (96% increase in attendance over 2010)
  - Chicago (SOLD OUT)
  - Sesame Street, 6,916 in attendance (29% decrease in attendance over 2010)
  - YWCA Luncheon, 2,341 in attendance (100.9% increase in attendance over 2010)
  - Blue Man Group (SOLD OUT, 1 show re-scheduled for September)
  - Mary Kay Career Conference, 500 in attendance over 2 days
- April 2011 Event Highlights
  - Socorro Independent School District Teacher of the Year (1<sup>st</sup> time event in the venue), May 6
  - Cathedral High School Alumni Gala, May 7
  - Champagne Festival, May 6 & 7
  - Forever Tango, May 8
  - Kids Excel El Paso, May 11 & 12
  - Spirit of Amigo Luncheon & Travel Fair, May 12

- Yanni, May 17
- State of the City, May 18
- USCIS Naturalization Ceremony, May 20
- Ysleta Independent School District Employee Recognition, May 21
- Senior Health Expo, May 25

### **Operations and Food & Beverage**

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- Revenue in Food & Beverage for the month of April 2011 was \$195,637 compared to \$259,790 in April 2010.
- Year to date revenue for 2011 is \$1,208,111 compared to \$1,035,750 in 2010.
- April 2011 Highlights
  - Texas State Teachers Association, \$12,000 in Catering Revenue.
  - YWCA Luncheon, \$50,341 in Catering Revenue.

### **Convention Sales Development**

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- 4 leads were generated for the month of April 2011, representing 1,020 in total attendance, 1,725 room nights and an approximate economic impact of \$652,188.
  - Notable leads for the month of April 2011
    - Texas Municipal Courts Education Center (June 2012), total attendance of 200 and 330 room nights.
    - Texas Association of Convention & Visitors Bureaus (August 2013), total attendance of 270 and 455 room nights.
    - American Folklore Society (October 2014), total attendance of 500 and 930 room nights.
  - 2 pieces of business were secured in April 2011 for future years, representing 1,550 in total attendance, 375 room nights and an approximate economic impact of \$991,070.
  - Notable Business secured in April 2011 for future years
    - EPCON (September 2011), total attendance of 1,000 and no measurable room nights at this time.
    - Texas General Land Office (October 2011), total attendance of 250 and 305 total room nights.
  - Recent Travel
    - Ashley Petry, Sales Manager traveled to Austin, TX to meet with seven executive directors/meeting planners from four state associations to include State Fireman's and Fire Marshall's Association, Disability Rights of Texas, Texas Rural Health Association and the Center for Health Training.
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## **Film Commission**

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- There were 9 inquiries for the month of April 2011 compared to 82 in April 2010. (last April's high lead figure is from Locations Expo-which has been moved this year to the first week in June)
- Year to date total room nights are 1,871 with a direct economic impact of \$1,927,000.
- April filming included
  - News Documentary of a reuniting of a dog with his family with a direct impact of \$15,300.

## **Communications**

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- Total unique visits to the website for the month of April 2011 were 17,616 for a fiscal YTD total of 103,186.
- El Paso has received free media exposure in the April issue of *Rejuvenate* and was also featured in a travel editorial piece in *La Tribuna Hispana*, which is a weekly Spanish print newspaper in New York City and Long Island. Year to date El Paso has received \$167,254\* in free editorial coverage.  
\*This value reflects the YTD editorial coverage; however, there are still editorial values that have yet to be calculated into the current projection.

## **Tourism Development**

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- In the month of April 2011 we received 2,557 travel inquiries compared to 2,141 in April 2010. The majority of inquiries received were from See Texas First.
- In the month of April 2011, we assisted 1,878 tourists in the 3 Visitor Information centers compared to 3,073 in April 2010.
- April Highlights
  - The department hosted an Ambassador Training for individuals in the hospitality industry on April 8<sup>th</sup>. Approximately 15 in attendance.
  - Leesy McCorgary attended the NM Governors Conference held on April 11-12 in Las Cruces.
  - Participated in the UTEP Travel and Tourism Fair on April 13. Visited with students and staff new to El Paso.
  - American Airlines added two new non-stop flights to Los Angeles. The Tourism department is assisting with travel writers/journalist in the promotion of this new service.
  - Leesy McCorgary attended the quarterly Texas Mountain Trail board meeting on April 20<sup>th</sup>.
  - On April 21<sup>st</sup> the department conducted a 311 Training presentation. 311 is a new 24 hour phone service that will assist in answering the public's general questions.

- Leesy McCorgary and Bill Blaziek attended the Texas Travel Industry Association board meeting and travel Fair April 27-28. The travel fair hosted Texas Travel Counselors and AAA offices.
  - The Mission Valley unveiled its new branding campaign.
- Upcoming Events (outside of CPAC venues)
  - Scenic Sundays, every Sunday through Sept., Scenic Drive
  - Armed Forces Day, May 21, Fort Bliss
  - Southern NM Wine Festival, May 28-30, Southern NM Fairgrounds
  - KLAQ Balloonfest, May 28-30, Wet n Wild Waterworld