

## Minutes

### El Paso Convention and Visitors Bureau

### Advisory Board Meeting

Thursday, April 13, 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  
Cindy Foght  
Lidia Flynn  
Jane Ratchiff  
Marilyn Munden  
Suzanne Azar  
Pat Valdez-Rios

#### Board Members Absent

Adeline Rogers

#### 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 4:06 P.M.

#### II. REVIEW OF MINUTES

- Minutes were filed as presented.

#### III. UPDATES

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

- Accounting department continues to convert to a new Peachtree accounting system.
- Year to date revenue exceeds forecast.
- CPAC expenses have increased due to transitional costs of food and beverage department but are within budget.

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

- Seven definite bookings for month of March with an economic impact of \$1.3 million.
- 185 definite room nights for 2006, and 353 definite room nights for 2007.
- Economic impact for leads issued was \$3.1 million.

##### C. Tourism Development: Veronica Castro

- Master Calendar is expected to be posted on the web September 1, 2006.
- Stanton Street Technology Group has donated all web services for one full year for the creation of the Master Calendar site.
- Spirit of Amigo Luncheon will be held May 18<sup>th</sup>.
- Familiarization Tour will be held May 18th-20th.
- Planning has begun for Sun Bowl Blitz.

##### D. Theater: Wendy Garrett

- All performances and parties in the new Plaza Theater have been successful.
- The El Paso Symphony is scheduled to perform April 21st and 22nd.
- Sesame Street will perform April 13-16.
- VIVA will perform its summer season at McKelligon Canyon, with a tentative schedule of 10-16 performance.

##### E. Operations: Bryan Crowe

- USBC contract has been signed. Budgeting and marketing plans for 2010 in the works.
- Organ for Plaza Theater will be delivered in May and will debut in June.
- Construction for the Annex is in its final stages and will be complete by late summer.

**F. Food and Beverage: Mike Patterson**

- City Hall Café is now a full service café. This will be a six-month trial process.
- Currently developing marketing packages for McKelligon Canyon.
- Marketing plan for food and beverage will be the first of its kind and is scheduled to be complete by June 1<sup>st</sup>.

**G. Communications: Pifas Silva**

- Local coverage given to the city of El Paso and/or the El Paso CVB/CPAC for the month of March and April included: The El Paso Times, Inside & Out, El Paso Inc., TX Travel Log, TX Family, TX Monthly, IAAM Newsletter, Budget Travel, and Association News.
- \$187,000 of free publicity has been generated for the city of El Paso and/or the El Paso CVB/CPAC from November 2005 to present.

**H. Film Commission: Susie Gaines**

- Eight leads for the month of March.
- Two commercials and one documentary were filmed during March.
- Room nights year to date are 798 with an economic impact of \$1.3 million.
- Locations magazine produced an article in the month of March featuring Fort Bliss.

**IV. AGENDA**

**A. Paso del Norte Downtown Redevelopment Plan**

- PDN unveiled a plan to revitalize and renew downtown on March 31<sup>st</sup>.
- Timeline for plan is set for five years.

**B. Mayors Tourism Cabinet**

- Meeting was held April 13, 2006.
- Cabinet has sent recommendations to PDN and supports the concept of the plan.

**V. OPEN DISCUSSION**

- Pat Valdez-Rios headed the recovery of the Amigo Man.  
HMA now has license for management of the Amigo Man.  
Currently in the process of redesigning costume and creating a whole line of Amigo Man merchandise.
- Presently the idea is to have more than one Amigo Man so that all major events can be covered.

**\*Next Meeting will be held on May 11, 2006**