

Minutes

El Paso Convention and Visitors Bureau

Advisory Board Meeting

Thursday, June 8, 2006, 4:00 P.M.

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

Board Members Present

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

Board Members Absent

Bernie Olivas
Jane Ratcliff

CVB Staff

Bill Blaziek
Terrie Todd
Pat Genera
Wendy Garrett
Diane Heath
Pifas Siva
Dana Smith

I. CALL TO ORDER

- The meeting was called to order at 4:12 P.M.

II. REVIEW OF MINUTES

- Minutes were filed as presented.

III. UPDATES

A. Financials: Pat Genera distributed and reviewed financials for April

- Current revenue exceeds forecast.
- CPAC were sole promoters for an event, causing expenses to be up.

B. Convention and Tourism Development: Terrie Todd

- Thirteen leads were submitted with one already turned definite (in June) and another resulting in being short-listed for a conference in 2008.
- Five leads turned definite in the month of May.
- CVB will be hosting a Director of Sales meeting with area DOS to collaborate in package deals for summer tourists that will be marketed through the CVB website.
- The CVB has partnered with MCAD to develop a Newspaper Wrap that will be delivered to 77,000 households this weekend.
- Pat Garrett, Director of Sales and Joanne Rodriguez, Sales Manager are in Austin for the Annual TSAE golf tournament.

C. Performing Arts Venues: Wendy Garrett

- Michael Buble sold out in 22 minutes, the first time this has happened in El Paso.
- There are public tours scheduled every Tuesday at the Plaza Theatre, visit www.theplazatheatre.org to sign up.
- There was a press conference held announcing VIVA! El Paso start dates at McKelligon Canyon, it will begin June 23 and run for 6 weeks.
- El Paso Electric Company has signed on to be the corporate sponsor for the Broadway Series 06-07 season.

D. Operations and Food and Beverage: Diane Heath

- McKelligon Canyon has been sprayed for bugs and bees, cleaning and minor repairs are being conducted in box office and amphitheatre and new signage is being installed to ease traffic flow in preparation for VIVA!.
- Preparing for Street Festival at end of Month.
- The first Alfresco! Fridays had a great turnout of over 500 patrons.

E. Communications: Pifas Silva

- Local coverage given to the city of El Paso and/or the El Paso CVB/CPAC for the month of May included: New Mexico Traveler, Meetings South, and El Paso Times.
- The two travel writers that participated in the FAM tour have already given dates we will see coverage in their publications. (August and early Fall.)

F. Film Commission: Terrie Todd

- 119 Room nights with and economic impact of over \$192,000.
- A Japanese Commercial, a Telemundo Feature and the ESPN Fights were filmed in May.
- Susie attended a meeting regarding movie incentives and working to lobby the State Legislature to fund for these incentives.

IV. GENERAL MANAGERS UPDATE

- The Tourism Cabinet has agreed not to let complexities with the Downtown Redevelopment Plan interrupt the progress already being made.
- The Tourism Cabinet has decided to focus and give consideration to short-term projects that will enhance the visitor experience.

V. OPEN DISCUSSION

- Marilyn Munden supports the Downtown Plan and hopes it moves forward.
- Michael Shoffit announced that the Texas Lodging Association was successful in passing legislature that mandates the school year cannot begin before the 4th week in August, effective the 07-08 school year, which gives the tourism industry an extra 2 weeks of potential recreational tourism.
- Cindy Foght asked that when the CVB plans their next Chihuahua Sales blitz, she be informed and included.
- Adeline Rodgers reported that they have just finished the Balloon Festival and are preparing for Street Fest.
- Suzie Azar reported that she was contacted by Si! El Paso tours regarding a Russian visitor who was interested in flying to White Sands as it is a very geologically significant place, especially to foreign visitors.
- Pat Valdez-Rios reported that the Sun Bowl Soccer Classic had 178 teams, 71 being from out of town. The Amigo Man is coming along nicely, we can look for his return to El Paso in early fall.
- Michael Shoffit Added that he feels the key to success in El Paso is to capitalize on the youth sports market.

VI. ADJOURN

- Meeting was adjourned at 5:23 PM.

***Next Meeting will be held on August 10, 2006.**