

Minutes

El Paso Convention and Visitors Bureau

Advisory Board Meeting

Thursday, August 10, 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
Jane Ratcliff
Pat Valdez-Rios
Adeline Rogers
Bernie Olivas

Board Members Absent

Suzie Azar

CVB Staff

Bill Blaziek
Terrie Todd
Bryan Crowe
Wendy Garrett
Susie Gaines
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: Bryan Crowe reviewed financials for May and June

- Revenues and Expenses are on pace with forecast.

B. Convention and Tourism Development: Terrie Todd

- Eighteen leads were generated in May and June.
- The El Paso CVB sales team won the bid for the Texas Public Works Association conference in 2009.
- El Paso has been short-listed to host the ICCA in 2009.
- Pat Garrett, Sales Manger has attended TACVB in Abilene, made sales calls in Austin and attended TSAE in Ft. Worth.
- The tourism department has launched a campaign called "Pop in to El Paso" and distributed information on El Paso to 350 group tour operators.
- After Labor Day, the Visitor Center at the Transit Terminal will be closed in anticipation of the opening of a Visitors Information Center on Ft. Bliss. The Downtown Visitor Information Center will remain open 7 days a week in order to serve weekend visitors downtown.
- Veronica Castro was appointed to the Texas Advisory Commission and will chair the committee on Border Tourism.

C. Performing Arts Venues: Wendy Garrett

- Viva! El Paso 2006 season was fantastic. There was no negative press, 3 performances were sold out and many others came very close.
- Broadway season subscriptions are up 25% from last year.
- Live in the Canyon is scheduled to go on August 19, where local bands will be recorded giving a live performance.
- BB King has been contracted to perform in January 2007.
- July's sold out performances include Aly & AJ and Michael Buble'.

D. Operations and Food and Beverage: Bryan Crowe

- Plaza Theatre Update: working on completion of Annex and Oasis Lounge.
- There is a communication technology upgrade occurring that will enable all CPAC outposts to connect to each other.
- Catering Food Services and Facility Sales have integrated to become a “one-stop shop” in order to better service clients.
- Storm 2006 Facility update: McKelligon Canyon highway sustained substantial damage making it impassable. The Amphitheatre and Pavilion weathered the storm without major damage.

E. Communications: Pifas Silva

- Local coverage given to the city of El Paso and/or the El Paso CVB/CPAC for the months of June & July included: Government Meetings, Ride Texas, Meeting Professional and Texas Highways.
- The Communications Department is working closely with Guest Life and other annual publications to update 2007 editions.

F. Film Commission: Susie Gaines

- In June and July, the Film Commission had 23 leads including: HGTV, and Independent Scout for a movie to shoot in 2007 and KDBC.
- A small independent film maker is currently filming in the county.
- MTV/Rolling Stones Magazine are coming through town following a story Rolling Stone is working on.

IV. GENERAL MANAGERS UPDATE

- Bryan Crowe reported on the assistance CPAC provided with Storm 2006.
- On Tuesday, August 1, the Convention Center became a shelter to those who needed to evacuate homes due to heavy rainfall.
- On Thursday, August 3, the Convention Center was activated at 3:00 PM and hosted 951 people overnight. There was a need to assist the Red Cross and the CVB staff was critical in offering their assistance in processing the predominately Spanish speaking evacuees. There were more people sleeping in the center than when we housed Katrina Evacuees. The El Paso Chapter of the HMA was very helpful by providing additional bedding and toiletries to those in need.
- Year-End Snapshot: The CVB and CPAC will or have achieved the quantifiable goals outlined in the 05/06 plan. The 06-07 Budget has been approved with an increase to accommodate new facilities and services. The capital budget has also been approved.

V. OPEN DISCUSSION

- Pat Valdez-Rios asked about regional marketing in reference to the upcoming Rolling Stones concert. The Concert is currently advertised on our website, it is being held at UTEP.
- Bill Blaziek reported that the Museum of Art will be hosting 2 major art exhibits, Texas 100 and Mexican Modern in September through January.
- Pat Valdez-Rios reported that the Amigo Man will be returning home on September 7 and his homecoming will be celebrated at the Airport Pins will be available for 1.00 each and will also be sold in packs of 50 -1000 or more. The Amigo Man will make appearances at room-night producing events, free of charge. HE will also be available for rental.
- The August HMA meeting will be held at the Holiday Inn Airport and will feature Scott Joslove of the Texas Hotel and Lodging Association.
- Jane Ratcliff reported that she just returned from the Silver Hair legislative session and was appointed to the State Board.

- Cindy Foght reported that Macy's will be opening on 9/8 at both Foley's stores.

VI. ADJOURN

- Meeting was adjourned at 5:21 PM.

***Next Meeting will be held on September 14, 2006.**