

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, Sept. 13, 2018 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Bernie Olivas  
Kerry Doyle  
Ismael Legarreta  
Elvira Galindo  
Marianne Rosas  
Katherine Brennand  
Katie Scott

#### Board Members Absent

Rose Lucero  
Kerry Doyle

#### Destination EP Staff

Bryan Crowe  
Brooke Underwood  
Trudy Sweeten  
Veronica Castro  
Amanda Fernandez

#### I. Call to Order

- The meeting was called to order at 4:10 p.m.

#### II. Approval of Minutes

- Motion to approve the minutes by Ismael Legarreta.
- Seconded by Bernie Olivas.

#### III. General Manager's Update: Bryan Crowe

- Bryan introduced Trudy Sweeten, our new Assistant General Manager for El Paso Live. Trudy comes to El Paso from Tulsa, OK where she was the Director of Events at the BOK Center.
- Bryan introduced our new board member Katie Scott. She was appointed by Rep. Cassandra Hernandez from District 3. Katie is the CEO of View from the Top Marketing.
- Georgina Williams' term has expired so at the next meeting we will elect a new Chair for the board.

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for July 2018.
- Total revenue for the month of July 2018 was \$385,867 bringing Total YTD revenue to \$6,724,944.
- Total expenses for El Paso Live for the month of July 2018 were \$690,200 bringing YTD expenses to \$6,978,906.
- Total expenses for Visit El Paso for the month of July 2018 were \$340,626 bringing YTD expenses to \$3,236,535.
- YTD we are experiencing a positive variance of \$473,150.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$665,009.
- We just ended our fiscal year on Aug. 31, we will have end of year numbers to report at the next board meeting.
- Richard Behrenhausen asked about the Jehovah Witness conventions we have in the Convention Center. Bryan mentioned that we are in a multiyear contract with them and they bring in hotel nights for the conventions.
- **Tourism Development: Veronica Castro**
- Veronica and Maegan met with our partners from Alamogordo and Ruidoso to promote and create packages for Chihuahua visitors.
- Veronica and Jor attended IBTM in Mexico City and they had 26 appointments.
- The Tourism department will host a mini FAM Oct. 19-2. We are partnering with Juarez and Las Cruces. There will be travel writers from Food & Wine Mexico, TX Monthly and Edible from Albuquerque and Taos.
- Maegan Hruby, Tourism Marketing Manager, and Nora Ochoa, Visitor Services Manager, attended the Texas Association of Convention & Visitors Bureaus Annual Conference in

Sugarland, TX, which consists of general sessions, case study tours and market specific education for Destination Marketing Organizations (DMO).

- We will be showcasing a new Visit El Paso video for our national spot during the Sun Bowl game and we are also producing a regional video.
- Bryan commented that we have not produced a video in 9 years and we felt it was time due to all the new assets that have been added to our city.
- **Convention Development: Brooke Underwood**
- We finished our Fiscal Year on a strong note. Our goal was 72 leads generated and we had 11 leads generated. We had 55 pieces of business confirm in FY17/18.
- There were 14 leads generated in the month of August 2018; representing 22,595 in total attendance and 6,125 total room nights.
- 501F Users Group Conference – February 2021 – Attend: 275, Peak: 215, TRN: 820 and EI: \$301,051.70
- International Boxing Federation Annual Convention – May 2020 - Attend: 300, Peak: 170, TRN: 835 and EI: \$362,399.15
- There were 12 definites secured in the month of August 2018; representing 22,475 in total attendance and 4,387 total room nights.
- American Planning Association (APA) Texas Chapter State Conference, October 2020 – Attend: 800, Peak: 300, TRN: 700 and EI: \$574,798
- Rah Shakir, Convention Sales Manager – Austin Office, attended the Texas Association of Convention & Visitors Bureaus Annual Conference in Sugarland, TX, which consists of general sessions, case study tours and market specific education for Destination Marketing Organizations (DMO). In addition, each attendee is able to obtain credits towards their Texas Destination Marketing Accreditation.
- The entire Convention Sales team traveled to Salt Lake City, UT August 23-25 to attend the 2018 Connect Marketplace. Sports, Specialties and Association tracks provided each Sales Manager with one-on-one appointments with meeting planners, decision makers and events rights holder in each of their respective segments for a total of 101 appointments. The team came home with 12 RFPs and 9 accounts in the hunt. The team provided each appointment with a jump drive loaded with our Meeting Planners/Sports Planners kit and a segment specific video about El Paso as well as branded snacks to potential clients.
- We have a lot of upcoming travel in September. Rah Shakir (state associations) will attend Texas Society of Association Executives New Ideas Conference in Dallas, TX where Visit El Paso has a large presence as the standing Wifi Sponsor of the conference.
- Christian Lopez (corporate and national associations) will attend Small Market Meetings in Ontario, CA. He will meet one-on-one with a potential of 40 meeting planners, decision makers from all segments.
- Jor Arcila (sports) will attend the MiLB Promotions Seminar in Des Moines, IA to be present for the announcement that El Paso will be hosting the 2019 Seminar. A custom video was produced for this trip as well as custom promotional items.
- Brooke Underwood and Veronica Castro, along with Bryan Crowe will travel to Galveston, TX for this year's Texas Travel Industry Association Annual Travel Summit.
- We promoted Drew Mayer-Oakes as the new Film Commissioner. He has been part of our team as the Film Commission Coordinator for the past year.
- **Venue and Event Management: Bryan Crowe**
- We have a lot of big events coming in the next few months.
- Carol Burnet in November; Il Divo and Jason Mraz will be here on the same night in December.
- Downtown Street Festival is Oct. 5-6 with a new footprint. We have partnered with the USO and access to their area will be free.
- Ismael Legarreta asked how Winterfest was coming along. Bryan answered that we are expanding the footprint this year. The city will have Paseo de las Luces ready, the

streetcar will be running and able to carry passengers. The Celebration of Lights and parade will be on Sunday, Nov. 18.

- Dick Behrenhausen asked if the café will be open again this year for Winterfest and do we have any shows booked in the Plaza Theatre during Winterfest. Bryan responded that it will be open and run by a third party. We have a lot of Holiday programming during Winterfest. TX Gas will sponsor free Holiday Movies on Sundays.
- Ismael asked if downtown hotels get a lot of business due to Winterfest. Bryan answered that we promote Winterfest to Chih. and hope they come for the weekend and stay in hotels. Last year we partnered with Hotel Indigo and offered guests discounted skate passes.
- Katherine Brennand asked how the Aloft and Courtyard are doing. Bryan said he believes they are doing well by the rates they are offering. Marianne Ayub also responded that she shopped their rates and the higher the rates are means they are doing well.

**\*Adjourn 4:52 pm**

**\*The next meeting will be on Thursday, September 13 at 4:00 PM at the Destination El Paso Board Room**