

## **Minutes**

### **El Paso Convention and Visitors Bureau**

#### **Advisory Board Meeting**

**Thursday, September 14, 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  
Bernie Olivas  
Lidia Flynn  
Michael Shoffit  
Adeline Rogers  
Pat Valdez-Rios

#### **Board Members Absent**

Suzie Azar  
Cindy Foght  
Jane Ratchiff

#### **CVB Staff**

Bryan Crowe  
Terrie Todd  
Susie Gaines  
Pifas Silva  
Dana Smith

### **I. CALL TO ORDER**

- The meeting was called to order at 4:04 P.M.

### **II. REVIEW OF MINUTES**

- Minutes were filed as presented.

### **III. UPDATES**

#### **A. Financials: Pat Genera reviewed financials for July and August**

- Revenues and Expenses are on pace with forecast.

#### **B. Convention and Tourism Development: Terrie Todd**

- Twenty leads were generated in August, and five were turned definite.
- The El Paso CVB Sales team continues to grow the number of leads and definite business.
- The Servicing department has provided convention services to the Tight Lies Golf Tournament and Texas Association of Perianesthesia Nurses.
- Terrie Todd, AGM, CVB and Pat Garrett, Director of Sales attended the HSMIAI tradeshow in Washington, DC at the beginning of September, meeting with over 200 meeting planners. They qualified 47 meetings and brought four RFP from this tradeshow. They also took this opportunity to network with national groups such as AUSA and Siglo de Oro.
- Sales Manager, Joanne Rodriguez is in Austin on Sales Calls. .
- The CVB Sales Team hosted a team of Spirit of Amigos in the HMA Golf Tournament..
- The Tourism Department, in collaboration with 5 partners, released a “wrap” promoting events in the city to aver 67,000 households in El Paso and the surrounding areas.
- The Chihuahua sales mission dates have changed in order to participate in the International Travel Fair in Chihuahua October 1 – 3.

#### **C. Convention and Performing Arts Centers: Bryan Crowe**

- Carol McNeal, Manager of client Services reported that there were 32 events hosted with only 3 “dark” days in the Facilities. These events included Lucha Libre, 3 performances of Cats, the Texas Dental Conference, A Soldier Story, and a Film Festival.

- Bryan Crowe reported that Mickey's Magic Show sold out 5 of 7 shows scheduled in September.
- Chef Beto Braden and Catering Manager, Roderick McGill are welcomed to the Food and Beverage Staff.

**D. Communications: Pifas Silva**

- There was a 6 page spread in Texas Highways Magazine devoted to El Paso.
- August and September publications of Texas Explorer, Destination Texas, and Meeting and Conventions South featured El Paso articles.
- The EPCVB is becoming the center for press conferences including the Latino Arts Festival, Lucha Libre and The Amigo Airsho.
- Vanessa Andrade reported \$346,000 in media value in the period between January and September 2006.

**E. Film Commission: Susie Gaines**

- In August, the El Paso Film Commission has received 12 new leads.
- Currently pursuing 5 features for September.
- Susie Gaines, Film Commissioner will leave on Monday for the Independent Film Producers conference in New York City.

**IV. General Manager's Update**

- Terrie Todd distributed the 2006-2007 Marketing Plan to the members of Advisory Board.

**V. Open Discussion**

- Several Board members commented on the good press the El Paso Amigo Man is receiving, especially at his "Coming Home" party.
- Pat Valdez-Rios reported that you can email the Amigo Man at [ElPasoAmigoMan@aol.com](mailto:ElPasoAmigoMan@aol.com) and he has his own website at [www.elpasoamigoman.com](http://www.elpasoamigoman.com). The Amigo Man has made an appearance at the Grand Opening of Macy's, and was well received.
- The El Paso Times editorial on the return of the Amigo Man was very positive, and phones are already ringing to book the Amigo Man. All proceeds from the Amigo Man rental fees will go to support the local charities that HMA currently supports including the Children's Miracle Network, Ronald McDonald House, and HMA scholarships.

**VI. ADJOURN**

- Meeting was adjourned at 4:57 PM.

**\*Next Meeting will be held October 26, 2006, at the Plaza Theatre.**