

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, January 10, 2013 4:00 p.m.**  
**WestStar Bank Room**

**Board Members Present**

Lily Limon  
Dick Behrenhausen  
Mica Short  
Laurie Paternoster  
Bill Ketcherside

**Board Members Absent**

Danny Padilla

**CVB Staff**

Bill Blaziek  
Mauro Monsisvais  
Carol McNeal  
Leesy McCorgary  
Veronica Castro  
Brooke Underwood  
Bryan Crowe

**I. CALL TO ORDER**

- The meeting was called to order at 4:05 p.m.

**II. General Manager's Update**

- Bill Blaziek announced that next week each member will receive an email addressing the election of a board chair.
- El Paso has recently received great positive media in the NY Times, TX Monthly, and hosted 2 journalists in December.
- Guest speaker next month will be Veronica Soto with the Downtown Management District.

**III. Open Discussion**

**A. Bernie Olivas**

- Sun Bowl ratings were up 7% from last year.
- Wind and rain were to blame for lower attendance however the community was still in support of the game with over 48,000 in attendance.
- Each school purchased a full page ad in the El Paso Times thanking El Paso for its support.
- The basketball tournament held a week before the Sun Bowl did very well this year.
- CBS was contracted to show only 2 El Paso commercial spots however they showed it 4 times.
- Plans for the 80<sup>th</sup> Sun Bowl are under way.

**B. Bill Ketcherside**

- Fort Bliss is very busy with over 3,800 soldiers being deployed and over 1,500 arriving next month.
- Construction on post continues and Fort Bliss was awarded safest base this year.

**C. Mica Short**

- The Chamber is currently preparing for its annual El Paso Days in Austin where over 1,000 care packages will be assembled for military children. They have partnered with the USO and plan to bring celebrity guests to the events dinner.
- A meeting was held at the Chamber with Fort Bliss where a community blue print was presented for a recreation workshop that is scheduled to take place on April 5<sup>th</sup>.

**D. Lily Limon**

- Spent a great deal of time with the family during the holidays and enjoyed showcasing El Paso to out of town guest.

**E. Dick Behrenhausen**

- The PDN Retirement Committee is in the process of completing a close out report for the retirement project. The committee is working to reorganize their goals and seek tax exemptions for seniors. In the meantime the committee continues to send Mr. Sperling positive media on El Paso.

**F. Laurie Paternoster**

- Spent November and December working with PDN to find a location for Insights Science Museum. As of now they will become a museum without walls or open in an EPISD school facility.
- El Paso Explorium opens January 26<sup>th</sup> and will feature an old west tour, an aviation exhibit, High Tech and more.
- Lynx is in the process of creating an advisory board (children) that will assist in the development of the new museums exhibits.

**IV. Department Updates**

**A. Financials-Bryan Crowe**

- Total revenue for the month of November was \$363,944.
- Total revenue year to date is \$1,263,919.
- We are currently ahead of budget by \$61,839.
- Total expenses year to date are under budget by \$40,695.

**B. Tourism Development-Veronica Castro**

- The department is currently working with DCI to bring more positive media to El Paso. We will host another journalist this month that is associated with the San Diego Reader, American Cowboy, Women in Aviation and other publications.

**C. Convention Development-Brooke Underwood**

- The 9<sup>th</sup> Annual Tamale Drop in Austin was a success. Over 36 dozen tamales were distributed to various associations over two days.
- The department is currently hosting a site visit for Central Association of Physical Plant Administrators. El Paso is on the short list and anticipates an attendance of approximately 400 in 2014.
- Travel to Austin to visit with the American Legions has been scheduled. El Paso has also been short listed for this convention in 2016 and anticipates an attendance of 1,200.
- 4 RFP's have been received in the last two weeks.

**D. Facility Sales & Marketing-Carol McNeal**

- December proved to be the strongest December to date.
- Deadmau5, the second most popular DJ in the world saw over 12,000 in attendance.
- EPISD has booked their annual Teacher of the Year event with CPAC. This will be a first year event for the department.

**\*The next meeting will be on Thursday, February 21, 2012 at 4 p.m.**