

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, Jan. 10, 2019 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

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

#### Board Members Absent

Rose Lucero  
Marianne Ayub  
Krista Snow

#### Destination EP Staff

Bryan Crowe  
Trudy Sweeten  
Brooke Underwood  
Veronica Castro  
Amanda Fernandez

#### I. Call to Order

- The meeting was called to order at 4:06 p.m.

#### II. Approval of Minutes

- Motion to approve the minutes by Bernie Olivas.
- Seconded by Elvira Galindo.

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

- Winterfest wrapped up on Jan. 6 and we had a higher attendance this year with 23,676 skaters compared to 18,462 skaters in 2017.
- We had a lot of programming in the month of Dec. and we are very pleased with the attendance at all our shows.
- This year we had a third party run the Holiday Café and they did very well.
- The Smith Travel Research report released its November numbers and El Paso led the state in hotel occupancy from last year.
- El Paso's hotel occupancy for the month of November was 81.3%, a 17.1% increase over November 2017 occupancy.
- El Paso's YTD total through November 2018 led the state at 72.8%, a 7.9% increase over the same period in the prior year.
- El Paso's hotel revenue totaled \$18,450,923 for the month, a 28.8% increase over November 2017 at \$14,328,119, marking the highest grossing figure in the month of November in El Paso's History.

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for November 2018.
- Total revenue for the month of November 2018 was \$717,398 bringing total YTD revenue to \$1,764,506.
- Total expenses for El Paso Live for the month of November 2018 were \$776,550 bringing YTD expenses to \$2,124,613.
- Total expenses for Visit El Paso for the month of November 2018 were \$305,851 bringing YTD expenses to \$976,968.
- YTD we are experiencing a negative variance of \$95,276.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$64,738.
- Discussion ensued regarding the financials.
- **Tourism Development: Veronica Castro**
- We have been working on a new video and Sanders Wingo did a lot of research and came up with a great video that was aired 4 times during the Sun Bowl game on CBS.
  - Organic Reach
    - Instagram 11,467- 8% engagement rate
    - Twitter 81872
    - Facebook 108,746- 6.4% engagement rate

- An additional 150,000 paid impressions
- Top 5 Markets
  - Dallas/Ft. Worth
  - Houston
  - Phoenix
  - Chicago
  - San Antonio
- The 30-second and 2-minute video were shown to the board.
- Visit El Paso had a tailgate at the Sun Bowl and there were over 2,500 people in attendance and CBS aired some shots from the event.
- We will be participating in the inaugural flight from El Paso to Seattle on Alaska Airlines in February. Amigo Man will be on the flight along with the Mayor, CM, and other officials from the airport. We will also have a table at the Seattle airport passing out promo items and information on El Paso.
- A 5-page story on El Paso was published in the Alaska Airlines inflight magazine.
- **Convention Development: Brooke Underwood**
- Christian Lopez and Rah Shakir delivered over 700 tamales in Austin in December. Notable drops were Texas Physical Therapy Association, Texas Affiliation of Affordable Housing Providers, Texas Food and Fuel Association. Visit El Paso hosted eight planners and decision makers at their TSAE table including representatives from Texas CASA, Texas New Mexico Hospice Organization and Association of Progressive Rental Organizations.
- In the next 30 days we have 4 major site visits.
- We are participating in the Chamber's El Paso Days in Austin and will host an open house in our new Austin sales office.
- Sports Development has reached its 2019 goal for total room nights.
- We are currently recruiting for a sports sales manager so if you know of anyone who would be a good candidate, please have them apply.
- RAM Trucks filmed an extensive video footage of the City for use at the 2019 Detroit Auto Show, showcasing both the design and off-road capabilities of the new RAM vehicles. Indian Cliffs Ranch was utilized for both additional stills and video of the trucks.
- **Venue and Event Management: Trudy Sweeten**
- We had a great turnout for Fan Fiesta, the total attendance was 4,828 and we had concession revenue of \$5,425.
- Our year to date attendance for the convention center is 46,227; Plaza Theatre attendance is 26,620 and Abraham Chavez Theatre is 13,317.
- We are currently recruiting for a Production Assistant and Sponsorship Manager.
- Upcoming events
  - El Paso Symphony Orchestra- The Romantics, Jan. 18-19
  - Bridal Fair, Jan. 20
  - Jersey Boys, Jan. 29-30
  - Shen Yun, Feb. 2-3
  - Kinky Boots, Feb. 9
  - Willie Nelson, Feb. 14

**\*Adjourn 5:02 pm**

**\*The next meeting will be on Thursday, February 14, 2019 at 4:00 PM at the Destination El Paso Board Room**