

Minutes

El Paso Convention and Visitors Bureau

Advisory Board Meeting

Thursday, January 11, 2007, 4:00 P.M.

The Las Palmas and Del Sol Room, El Paso Convention Center

Board Members Present

Marilyn Munden
Fred Jackson
Lidia Flynn
Bernie Olivas
Jane Ratcliff
Pat Valdez-Rios

Board Members Absent

Adeline Rogers
Michael Shoffit
Cindy Foght

CVB Staff

Bill Blaziek
Terrie Todd
Bryan Crowe
Wendy Garrett
Pat Genera
Dana Smith
Pifas Silva

I. CALL TO ORDER

- The meeting was called to order at 4:10 P.M.

II. REVIEW OF MINUTES

- Minutes were filed as presented.

III. UPDATES

A. Financials: Pat Genera reviewed financials for November and 1st Quarter

- Revenues and expenses are on course with budget.

B. Convention and Tourism Development: Terrie Todd

- All Sun Bowl week events were very successful, including the Amigo Tent Party and the Travel Fair set up during the Fan Fiesta.
- There were nine leads generated and three leads turned definite in December.
- Four site-visits to El Paso were hosted including the 98th Bomb group, REFORMA and the Texas Federation of Republican Women.
- Pat Garrett, Director of Sales will represent El Paso with the Camino Real El Paso at Meeting Planners International in New Orleans, and will partner with the Hilton Garden Inn for Southwest Showcase in Austin, TX this month.
- Veronica Castro and Rebecca Diaz along with Bill Blaziek will represent El Paso at the American Bus Association conference in Grapevine, TX .
- Texas vs. the Nation All Star game will be played on February 2nd at the Sun Bowl Stadium. The El Paso CVB has assisted with marketing and visitor services.

C. Performing Arts Venues: Wendy Garrett

- BB King sold out his show at the Plaza Theatre in 2 weeks.
- Mamma Mia! Performances will be January 30 – February 4 and is an important and exciting show for Broadway in El Paso.
- Current on sale concerts include My Little Pony Tea Party, Goo Goo Dolls and Willie Nelson.
- Broadway El Paso shows for the 07-08 season will be announced at the end of March.
- There is a high concentration of talent in El Paso and the surrounding areas in the month of February including Elton John, Gypsy Kings, George Strait, Goo Goo Dolls and Willie Nelson.

D. Operations and Food and Beverage: Bryan Crowe

- Food and Beverage revenue has exceeded last year's numbers for both November and 1st Quarter.
- The Food & Beverage department has created 3 new concession packages available for events.
- There are specialists looking at the needs of the Chavez theatre including roof repairs that are to begin this month.
- The Convention Center Plaza Cap project is planned to include shading, landscaping and new surfaces throughout.

E. Communications: Pifas Silva

- National publicity for El Paso continues to grow including a recent NY Times travel article.
- El Paso was the featured destination in a recent Southwest Airlines Spirit Magazine article.

F. Film Commission: Terrie Todd

- The Film Commission has generated 7 new leads in November including 3 feature film prospects.
- The final production of the 2007 Film Production manual is under way.
- Susie Gaines was recently a guest speaker at the East Side Rotary.
- The Texas Association of Film Commissioners is working on a "popcorn tax" to help raise funds for incentives to compete with New Mexico and Arizona for films.

IV. GENERAL MANAGERS UPDATE

- El Paso CVB/CPAC is involved with Brand Image Development led by Joyce Wilson and the City of El Paso. There will be focus group projects throughout January.
- There are 3 new exhibits slated for the El Paso Museum of Art in Fall/Winter of 2007/2008 including an exclusive Peter Max exhibit.

V. OPEN DISCUSSION

- Bernie Olivas reported that the Sun Bowl Association has commissioned an economic impact study to be conducted by UTEP. The last study was conducted in 1995 and garnered a 39% response rate; there is hope for a similar response rate for the 2006 study. TV ratings were low this year due to a number of factors including the game being held middle of the day on a Friday and President Ford's motorcade interrupting the broadcast.
- Jane Ratcliff reported that she would like to see Leon Metz attend an Advisory Board meeting to discuss ghosts of El Paso and how they could be a big tourist draw.
- Lidia Flynn inquired about why there was no New Years Eve Party any longer at the Convention Center, and Bill Blaziek responded that the El Paso Festival Association held a downtown party in conjunction with the Union Plaza Entertainment District.
- Pat Valdez-Rios reported that close to 8,000 room nights were generated by Sun Bowl this year.
- Pat Valdez-Rios also mentioned 2 of the 3 hotels highlighted in the Southwest Airlines Spirit Magazine article were yet to open. Pifas Silva responded that articles such as that are written at the discretion of the writers.

VI. ADJOURN

- Meeting was adjourned at 5:19 PM.

***The next meeting will be on February 15, 2007 at 4 PM.**