

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, January 12, 2012 4:00 p.m.**  
**Rio Grande Room A**

**Board Members Present**

Bernie Sargent  
Elvia Hernandez  
Joe Daubach  
Betsy Behrenhausen  
Laurie Paternoster  
Kay Mooy  
Yolanda Torres  
Joe Frandina, Emeritus  
Marilyn Munden, Emeritus

**Board Members Absent**

Getsemani Yanez  
Bernie Olivas  
Terry Guerra, Emeritus

**CVB Staff**

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

**I. CALL TO ORDER**

- The meeting was called to order at 4:09 p.m.

**II. General Manager's Update**

- Bill Blaziek introduced a few new advertising ads that were placed throughout the room. The current campaign continues to feature "Real Adventure" imaging and a new Chihuahua campaign, "El Paso Es Tuyo." In addition, we now have placement in the *Bliss Now* publication.
- We continue to develop the website, application, blog, mobile site and additional social media outlets.
- A 6 part ad series is currently being placed in various publications to include *Spirit Magazine* and *Texas Monthly*.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- Total revenue YTD for November is \$1,229,700. We are \$164,700 over anticipated YTD budget.
- Total operating expenses YTD for November are \$1,663,978. We are \$163,039 under budget.

**B. Facility Sales & Marketing: Carol McNeal**

- Continue to prepare the theatre for the arrival of Wicked. Three trucks have already arrived and are being stored on campus. A proclamation for Wicked is scheduled for January 31, 2012.
- The Emerald Garden is a unique addition to each Wicked performance. Reservation in the Emerald Garden (Arts Festival Plaza) will include parking, pre-ordered meal, dessert, coffee and a complimentary beverage with dinner.
- Chicago is scheduled to return March 2012.
- Tickets currently on sale
  - Bridal Fair
  - Night at the Oscars
  - 100 years of Broadway
  - Homeshow

**C. Operations and Food and Beverage: Mauro Monsisvais**

- The Convention Center served as an emergency shelter during the Christmas Eve storm. Approximately 239 travelers were accommodated at the center.
- A tent for the Emerald Garden is scheduled to go up on January 27<sup>th</sup>.
- Theatre move in for Wicked is scheduled to begin January 31<sup>st</sup>.

**D. Convention Development : Brooke Underwood**

- Convention Development staff attended the International Council of Shopping Centers State Conference is an effort to drive more Hispanic markets to El Paso.
- Rejuvenate, a religious based convention was attended in November and over 30 qualified appointments were secured.
- 35 dozen tamales were dropped during the annual “Tamale Drop” in Austin. Staff also visited with over 300 meeting planners during the Texas Association of Associations Executive’s Holiday Luncheon held in conjunction with the “Tamale Drop.”
- We are currently partnering with UTEP to host another tournament.

**E. Tourism Development: Veronica Castro**

- The Chihuahua Campaign, “El Paso Es Tuyo,” has been up and running since October 2011. Window decals have been distributed to local retailers and a video was also created to compliment the campaign.
- The new Visitors Guide was released on January 15<sup>th</sup>.
- The CVB has partnered with the Marathon again and will be this year’s Expo title sponsor.
- The CVB has also partnered with the Puzzler Mountain Bike Race and was this year’s title sponsor.
- Leesy McCorgary will now oversee all social media and website outlets. She will work closely with the social media coordinator and will continue to identify any new outlets.

**IV. Open Discussion**

- Joe Daubach informed the group that the Sun Bowl game went well. The Fan Fiesta experienced a slight decrease in attendance due to a drop in team travel. The parade hosted 44 floats, a record.
- Marilyn Munden received several positive comments from Utah visitors who expressed how friendly El Pasoans had been.
- Elvia expressed her concerns for the LULAC convention. She will attend the National board meeting in Washington DC to evoke awareness and push for a return.
- Laurie Paternoster discussed the new exhibit at the Lynx Exhibits, Super Croc.
- Bernie Sargent
  - Funds have been raised for additional El Camino Real signage.
  - Terminal B-6 is nearing completion and will feature art from the El Paso Museum of Art.
  - The Texas Mountain Trail will host its quarterly meeting in El Paso on January 25<sup>th</sup>.
  - The History Museum is currently working on featuring an interactive digital wall that will depict El Paso’s history.
  - The El Paso Museum of History will feature an exhibit on Asarco.

**V. ADJOURN**

- Meeting was adjourned at 5:01 PM.

**\*The next meeting will be on Thursday, February 9, 2012 at 4 p.m.**

