

## **Minutes**

### **Destination El Paso Advisory Board Meeting**

**Thursday January 12, 2015 4:00 p.m.**

**Destination El Paso Boardroom**

#### **Board Members Present**

Jay Pritchard  
Israel Rivera  
Pifas Silva  
Dick Behrenhausen  
Danny Padilla

#### **Board Members Absent**

Mica Short  
Irene Pistella  
Bill Ketcherside

#### **Destination EP Staff**

Bryan Crowe  
Lauren Falco  
Brooke Underwood  
Veronica Castro  
Mauro Monsisvais  
Carol McNeal  
Kimber Foster

#### **I. Call to Order**

- The meeting was called to order at 4:02 p.m.

#### **II. Approval of Minutes**

- Motion to approve by Pifas Silva.
- Seconded by Dick Behrenhausen.

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

- **Introductions for Sanders Wingo Advertising Group – Jay Kleine**
- **Destination El Paso 2014/15 Marketing Plan**
  - Wanted to think outside of the box, something edgier for El Paso Destination Marketing
  - New creative look to go with the new rebranding
  - “El Paso Up”
    - Started with research in order to understand the audience we wanted to reach with our advertising
    - Decided to include new media choices to reach out to our audiences in the 300 mile radius around El Paso, including Albuquerque, the Permian Basin Area, and South Eastern New Mexico.
    - Will employ digital, outdoor, Pandora, YouTube, and convenience store advertising with a lighter load of print
    - Our main focus was on shopping, culture, heritage, & outdoor
    - Has already started rolling out and will take 12 months to complete the campaign

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
  - The numbers below represent the beginning of the 2015 fiscal year.
  - Total revenue for the month of December 2014 was \$239,348 bringing Total YTD revenue budget to \$1,705,847.
  - Total expenses for El Paso Live for the month of December 2014 were \$592,763 bringing YTD expenses to \$1,871,131.
  - Total expenses for Visit El Paso for the month of December 2014 were \$334,954 bringing YTD expenses to \$906,538.
  - YTD we are experiencing a positive variance of \$381,792.
  - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$179,487
  - The build out of USBC in December in the Convention Center led to a financial anomaly for the next months, as we are making what we would have hosting events by hosting the USBC tournament.
- **Operations: Mauro Monsisvais**
  - No update
- **Tourism Development: Veronica Castro**
- **USBC**
  - March 7-July17 of 2015
  - Thursday, Feb 19 – EPHMA Luncheon at the Convention Center
  - Monday, Feb 23 – USBC County Proclamation
  - Tuesday, Feb 24 – USBC City Proclamation
  - Thursday, Feb 26 – USBC Kick Off Press Conference
  - Saturday, Mar 7 – USBC Open Ceremonies & VIP Gala
- **The Official Visit El Paso App**
  - Now in beta version and available in both Apple and Android App Markets
- **Convention Development: Brooke Underwood**
  - **USBC**
    - Notable bookings for December
      - Pacific Coast League – Sep. 22. 2015
      - Texas Association of Convention and Visitor Bureaus – 2016
      - Texas Travel Industry Association/TXDoT
  - **Department Update**
    - Brooke participated in the Midwinter Conference for TACVB in McAllen, TX. Moderated a group on the FAM tours we've done in El Paso. Generated interest in attendees at the conference who might attend the next FAM held here.
    - Proposal for a Feb 2016 Volleyball Tournament is awaiting acceptance
    - TX Association of Chicanos in Higher Education is participating in a convention right now – about 150 in attendance & 250 room nights

- **Facility Sales & Marketing-Carol McNeal**
  - USBC build out affected December event schedule
  - Kevin Hart, moved to August 13<sup>th</sup>
  - Will have some exciting new performances lined up and announced soon.
  - Keep an eye out for Wicked tickets on sale individually on February 16, 2015
- January Event Highlights
  - Jehovah's Witness Meetings, January 3 and 4, Abraham Chavez Theatre, attendance of 2,403
  - Chicago, the Musical, January 13 and 14, The Plaza Theatre, attendance of 3,383
  - El Paso Symphony Orchestra, January 23 and 24, The Plaza Theatre attendance of 1,365
  - Kevin Hart, January 29 (2 shows), Abraham Chavez Theatre (shows moved to Aug. 13<sup>th</sup>)
  - Cocktail Hour, the Show presented by Ballets With a Twist, January 30, The Plaza Theatre, attendance of 466
- February & Early March Outlook
  - El Paso Symphony Young Peoples Concerts, February 4-6, Abraham Chavez Theatre
  - Guys and Dolls, February 11, The Plaza Theatre
  - Engelbert Humperdinck, February 12, The Plaza Theatre
  - Mariachi Vargas, February 14, The Plaza Theatre
  - Jack Hanna, *Into the Wild*, February 21, Abraham Chavez Theatre
  - USBC Press Conference, February 25, Convention Center
  - Beatles Classical Mystery Tour, EPSO, February 28, The Plaza Theatre
  - Rio Roma, February 28, Abraham Chavez Theatre
  - Rick Springfield *Stripped Down Tour*, March 6, The Plaza Theatre
  - Don Williams, March 9, The Plaza Theatre
  - *Tosca*, El Paso Opera, March 19 and 21

## V. Open Discussion

**\*Adjourn 5:10 pm**

**\*The next meeting will be on Thursday, March 12th, 2015 at 4:00 PM at the Destination El Paso Board Room**