

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, January 13, 2011 4:00 p.m.**  
**El Paso Room**

**Board Members Present**

Elvia Hernandez  
Bernie Sargent  
Laurie Paternoster  
Joe Daubauch  
Betsy Behrenhausen  
Kay Mooy  
Bernie Olivas  
Yolanda Torres  
Getsemani Yanez

**Board Members Absent**

Joe Frandina, Emeritus  
Marilyn Munden, Emeritus

**CVB Staff**

Bill Blaziek  
Carol McNeal  
Verónica Castro  
Bryan Crowe  
Leesy McCorgary  
Brooke Underwood

**I. CALL TO ORDER**

- The meeting was called to order at 4:06 p.m.
- Bernie Sargent moved to accept minutes and Betsy seconded the approval.

**II. General Manager's Update**

- Bill Blaziek introduced our guest speaker, Ben Fyffe the Arts Education program Coordinator with the City's Museums and Cultural Affairs Department. Ben discussed the new Cultural Arts District in Downtown El Paso.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- November 2010 expenses reflect a net loss of \$217,000. After the influx of City of El Paso funding there is an Adjusted Net Profit of \$71,297.

**B. Convention Sales Development : Brooke Underwood**

- Conference USA teams have selected hotels: Hilton Garden Inn-3 teams; Marriott-4 teams; Radisson-1 team; Doubletree-3 teams and was also selected as the media and conference headquarters location.
- Hotel General Manager's meeting is scheduled for January.
- CVB Marketing meeting is scheduled for January 18<sup>th</sup> @ 8:30 am in the El Paso Room.

**C. Tourism Development: Veronica Castro**

- Sun Bowl 2010 room nights are estimated at 4,700 compared to 4,320 in 2009.
- 64,000 copies of the Southern NM insert dropped in November. The insert featured the 2010/2011 Broadway season, various live entertainment, and sporting events such as Sun Bowl, and Marathon.
- The re-design of the Outdoor Adventure Guide was completed in early December.

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

- January is proving to be a very busy month with a series of large events.

**E. Operations and Food and Beverage: Bryan Crowe**

- The grand opening of the Glory Road Transit Terminal was held on January 13 and operations are expected to begin January 17.

- Revenue in Food & Beverage for the month of December 2010 was \$189,088 compared to \$185,091 in December 2009.

**IV. Open Discussion**

- Bernie Sargent shared the new issue of True West Magazine and explained that the March issue will feature El Paso as 1 in 5 vacation destinations in the Southwest.
- Bernie Sargent explained that the Sun Metro bus plaques are in the process of being produced and are expected to be up very soon.
- Bernie Sargent shared Concordia Cemetery's ranking as Best Preserved Cemetery two years in a row.
- Laurie Paternoster explained that the new exhibit "Treasures" is scheduled to open January 15.

**V. ADJOURN**

- Meeting was adjourned at 5:08 PM.

**\*The next meeting will be on Thursday, February 10, 2011 at 4 p.m. in the El Paso Room.**

## December 2010 Department Updates

### Financials

---

- Total Revenue generated for the month of November 2010 was \$599,408 compared to \$575,328 in November 2009. Revenue generated for November 2010 was under budget by \$16,653.
- Total Operating Expenses for the month of November 2010 were \$599,408 compared to \$383,329 in November 2009. Operating expenses were under budget by \$16,653.
- For the month of November 2010 adjusted net income was \$71,297.
- Expenditures reflect special project for capital improvements.

### Facility Sales & Marketing

---

- During the month of December 2010, 24,295 patrons attended events in all venues compared to 20,959 in December 2009.
- 13,568 patrons attended events in the theatre venues and 10,027 patrons attended events in the Convention Center.
- We remain behind the FY 09/10 overall attendance pace with a YTD 2010 attendance of 116,881 vs. YTD 2009 attendance of 136,228, a decrease of 14.22%.
- December 2010 New Bookings
  - 16 new events were booked during the month of December vs. 12 new bookings in December 2009.
- December 2010 Event Highlights
  - Greater Chamber of Commerce Gala, 435 in attendance (15% decrease over 2009)
  - El Paso Electric Children's Christmas Party, 920 in attendance (14% increase over 2009)
  - El Paso Independent School District Partners in Education, 700 in attendance (9% decrease over 2009)
  - Holiday Movies at the Plaza Theatre, 2,610 in attendance (39% increase over 2009)
  - Yo Gabba Gabba, sold out with 2,500 in attendance (no prior comparison)
  - Dave Koz Christmas Spectacular, 1,890 in attendance (2% increase over 2009)
  - Moscow Ballet (2 shows), 3,231 in attendance (27% increase over 2009)
  - Sun Bowl Events, 9,436 in attendance (20% increase over 2009)
- January 2011 Event Highlights
  - Elegant Penguin Bridal Fair (January 16)
  - Gabriel Iglesias "The Fluffy Shop Tour" (January 14, 15 & 16)
  - Spring Home Show (January 21, 22, & 23)
  - Michael Jackson Laser Spectacular (January 22)
  - Pink Floyd Laser Spectacular (January 23)
  - Spamalot (January 23)
  - Mixed Martial Arts (January 28 & 29)

### Operation and Food & Beverage

---

- Revenue in Food & Beverage for the month of December 2010 was \$189,088 compared to \$185,091 in December 2009.
- December 2010 Event Highlights
  - Sun Bowl, generating \$49,590 in revenue, a 0.002 % decrease over 2009.

### Convention Sales Development

---

- 7 leads were generated for the month of December 2010, representing 1,575 in total attendance, 1,476 room nights and an approximate economic impact of \$623,415.
- Notable business for the month of December 2010

- Texas Association of Collegiate Registrars and Admissions Officers (November 2011), total attendance of 600 and 1,220 room nights.
- Texas Association Concerned with School-Age Parenthood (November 2010), total attendance of 200 and 108 room nights.
- 7 pieces of business were secured in December 2010 for future years, representing 880 in total attendance, 1,145 room nights and an approximate economic impact of \$562,672.
- Business secured in December 2010 for future years
  - Treasury Executive Office of Asset Forfeiture (December 2010), total attendance of 100 and no room nights.
  - Fort Bliss Mobilization and Deployment Brigade (December 2010), total attendance of 200 and 83 room nights.
  - Sun Bowl visiting bands (December 2010), total attendance of 200 and 544 room nights.
  - Professional Marketing International (January 2011), total attendance of 100 and 16 room nights.
  - American Society of Military Comptrollers (February 2011), total attendance of 1,000 and 4,000 room nights.
  - Raytheon Systems (May 2011), total attendance of 50 and 160 room nights.
  - State Bar of Texas (September 2011), total attendance of 100 and 165 room nights.
- Recent Travel
  - Annual Tamale Drop, Austin, Visited with over 30 associations who have booked in El Paso in the past or are pending a booking.
  - TSAE Luncheon, Austin, Visited with various association executives and addressed the general session. As a gold sponsor, El Paso had the opportunity to showcase the new 2 minute video.

### **Communications**

---

- Total unique hits to the website for the month of December 2010 were 12,676 compared to 12,695 in December 2009. Year to year numbers have increased by 22% over last year.
- In the month of December 2010 there were 54 unique pieces of media coverage that can be attributed to the El Paso CVB and CPAC.
- December media coverage
  - 2010 Hyundai Sun Bowl Fan Fiesta, December 30, 2010, Judson F. Williams Convention Center. The event was covered by major media outlets, receiving extensive exposure.

### **Film Commission**

---

- There were 6 inquiries for the month of December 2010 compared to 5 in December 2009.
- Year to date total room nights are 1,525 with a direct economic impact of \$987,200.
- December filming included
  - Whataburger Commercial, 780 room nights and an approximate direct impact of \$268,700.
  - Hyundai Commercial, 360 room nights and an approximate direct impact of \$350,000.
- Recent Travel
  - No recent travel.

### **Tourism Development**

---

- In the month of December 2010 we received 1,132 travel inquiries compared to 1,060 in December 2009. The majority of inquires were received from See Texas First.
- In the month of December 2010, year we assisted 1,839 tourist in the 3 Visitor Information centers compared to 1,761 in December 2009.
- December Highlights
  - The Tourism Department hosted an information booth at the Fan Fiesta and was joined by the Mission Trail and Lynx Exhibits.
  - Sun Bowl room pick up is estimated at 4,512 room nights.

- Upcoming Events
  - The Unexpected Guest, January 7-29, El Paso Playhouse
  - Monster Truck Spectacular, January 14-16, County Coliseum
  - Treasure, opens January 15, Lynx Exhibits
  - El Hilo de la Memoria, opens January 22, El Paso Museum of History
  - Beauty and the Beast, January 22-February 13, Kids-N-Co.
  - Belly Dance Extravaganza, January 29, Chamizal