

Minutes
El Paso Convention and Visitors Bureau
Advisory Board Meeting
Thursday January 9, 2014 4:00 p.m.
Destination El Paso Boardroom

Board Members Present

Mica Short
Pifas Silva
Jay Pritchard
Bill Ketcherside

Board Members Absent

Dick Behrenhausen
Danny Padilla
Irene Silva Pistella

Destination EP Staff

Bryan Crowe
Carol McNeal
Mauro Monsivais
Brooke Underwood
Veronica Castro
Leesy McCorgary

I. Call to Order

- The meeting was called to order at 4:01 p.m.

II. Approval of Minutes

- Motion to approve by Mica Short.
- Seconded by Bill Ketcherside.

III. General Manager's Update: Bryan Crowe

- Conference USA
 - Preparations for the event continue and teams are scheduled to arrive March 8-9 with the conference running March 11-15.
 - Received approval from the State of TX for an event trust fund that will provide a six to one match. This fund will assist El Paso in offsetting the costs of hosting various sporting and non-athletic events.
- USBC
 - As we did in 2009, Visit El Paso will staff an information booth at this year's bowling event in Reno, NV. The booth will provide participants with information on El Paso and answer any questions relating to their 2015 visit. The booth will feature a new design and a prime location/placement.
- Board chair election
 - Two individuals have expressed interest in the role of board chair. Voting via email will begin next week.

IV. Department Updates

A. Financials: Bryan Crowe

- Total revenue for the month of November 2013 was \$491,167 bringing total YTD revenue to \$1,291,992. We are currently pacing ahead by \$175,262.
- Total expenses for El Paso Live for the month of November 2013 were \$586,779 bringing YTD expenses to \$1,428,665.
- Total expenses for Visit El Paso for the month of November 2013 were \$207,981 bringing YTD expenses to \$573,761.
- YTD we are experiencing a positive variance of \$312,023.

B. Tourism Development: Veronica Castro

- 80th Annual Hyundai Sun Bowl Marketing Efforts
 - We are still calculating final hotel room nights however; to date we have calculated roughly 3,300 vs. 2,700 in 2011 generated hotel room nights.
 - 500,000 impressions from targeted digital marketing with an additional 250,000 retargeted impressions. This type of online marketing will target any individual who has searched either team attending the Sun Bowl or any general El Paso/Sun Bowl key word.

- The estimated advertising impacted for this year's event is \$2.1.
- Hueco Tanks received an 8 page spread in this month's Texas Parks & Wildlife publication.
- The Union Depot Visitor Information Center is housing a new Zoo exhibit, "Color Coded Gallery." The exhibit features one of a kind designs/prints created by El Paso Zoo animals.
- The department will be hosting travel writer/photographer/blogger/videographer Devon Balet this month. Balet will cover the Puzzler Mountain Bike race as well as
- C. Convention Development: Brooke Underwood**
- The department is currently wrapping up 13 hotel contracts for Conference USA. All contracts will be completed by Friday, January 10.
- The site visit for NAACP has moved to February.
- This Monday, January 13th the department will host the TX Department of Health Services for a site visit. The event is scheduled to have approximately 250 in attendance and 540 room nights.
- Brooke Underwood is scheduled to attend the TACVB Mid-Winter conference January 20-23.
- Department sales calls are scheduled for February 12-13 in Austin.
- The Mayor's office will host a Familiarization Tour this spring. Business developers from Houston, Dallas, and NY will be in attendance.
- D. Facility Sales & Marketing-Carol McNeal**
- Attendance for Hyundai Sun Bowl Events in the Convention Center
 - Fan Fiesta: over 5,000 in attendance
 - Teams Dinners: 277 in attendance
 - Rotary Sun Bowl Luncheon: over 1,000 in attendance
- Preparations for the Street Festival have begun. Due to baseball schedules no firm date has yet been set however; the intent is to work around the schedule.
- A swearing in ceremony is scheduled for tomorrow January 10.
- Bill Cosby is scheduled for this Saturday, January 11 and is a near sell out. The Mayor will present the Key to the City to Bill Cosby prior to the show.
- Bryan Crowe and Carol McNeal are scheduled to attend the PollStar convention in Nashville February 19-21. The conference is the premier gathering of concert industry professionals.

V. Open Discussion

A. Jay Pritchard

- Thanked Destination El Paso for their support of all Sun Bowl activities. Destination El Paso Award Nominations

B. Bill Ketcherside

- The Foster family has donated 4,000 Zoo memberships to military families. This is a 2 year contribution.
- The Fort Bliss ½ marathon is this Saturday, January 8.
- Plans for the 2014 Oktoberfest are under way.

C. Mica Espinoza

- Texas Gas has now become a division of ONEOK.

***Adjourn 4:33 pm**

***The next meeting will be on Thursday, February 13, 2013 at 4 p.m.**