

Minutes

Destination El Paso Advisory Board Meeting

Thursday, January 16, 2019 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Katherine Brennand
Ismael Legarreta
Bernie Olivas
Elvira Galindo
Katie Scott
Kerry Doyle
Patrice Hills

Board Members Absent

Rose Lucero
Gracie Viramontes

Destination EP Staff

Bryan Crowe
Brooke Underwood
Trudy Sweeten
Veronica Castro
Pavlova Sheffield

I. Call to Order

- The meeting was called to order at 4:06 pm

II. Approval of Minutes

- Motion to approve the minutes by Katherine Brennand
- Seconded by Bernie Olivas

III. General Manager's Update: Bryan Crowe

- First quarter of this fiscal year (FY 2019-20) was very strong.
- Trudy will give you an update on WinterFest and December activities.
- The Candidate for our Director of Convention Development position, that visited El Paso in December, unfortunately was not able to join the team due to personal matters.
- We will be hosting Charlie and the Chocolate Factory from January 29 to February 2.
- We've had a complete redesign of our El Paso Live Website. You can see the new version by visiting <https://elpasolive.com/>
- I was recently in New York meeting with national agencies and there is a lot of interest in booking El Paso.

IV. Department Updates

- **Financials: Bryan Crowe**
- November is the last month of the first quarter for Fiscal Year 2019-2020.
- Total revenue for the month of November 2019 was \$726,212 bringing total YTD revenue to \$1,937,066.
- Total expenses for El Paso Live for the month of November 2019 were \$665,515 bringing YTD expenses to \$1,984,755.
- Total expenses for Visit El Paso for the month of November 2019 were \$409,798 bringing YTD expenses to \$1,146,961.
- YTD we are experiencing a positive variance of \$193,142
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$370,880.

V. Tourism Development: Veronica Castro

- Sun City CRIT is coming up in March 28 for its 2nd year. The organizer will be in El Paso the weekend of January 17-20. We will be meeting with him to talk about logistics.
- This past month we received \$600,000 in editorial value. Vogue Mexico featured El Paso with an article about the "Mariachi Flores Mexicanas" and Connect Texas, which is a meeting planners' magazine with a 50,000 circulation, also featured El Paso.
- We will be having a tour operator FAM in April.
- I would like to remind you of our El Paso Ambassador training and encourage you to become an El Paso Ambassador. After completing the training, you will receive a pin, a certificate and points. Twice a year we will be conducting a FAM for our ambassadors.

VI. Convention Development: Brooke Underwood

- You will see in your report that our lead generation in room nights is up. We have a national digital campaign running that is targeting meeting planners.
- Bryan mentioned that this has been a challenge due to the delay of the opening of the new hotels.
- There have been around 10-12 meetings that have been rebooked due to the delay of the opening of these hotels. The Juvenile Justice Association of Texas is a client that was re-accommodated from April 2019 to 2020 and because of the adjustments in the hotels timelines they ended up moving their event to Lubbock. The same happened with the Texas Apartment Association whose event would take place in February 2020 and ended up rebooking their event in Houston.
- We will be having a press conference to announce the Texas Architects State Conference in 2022. We will send you an invite for this.
- On December 12 we had our bi-monthly marketing meeting in which we meet with Directors of Sales from different hotels and present to them what we are doing.
- As you already know, we prepare a proposal for every organization that is interested in El Paso to host their event. Each one of these proposals is all custom-made based on each client and it tells a story of how their event fits El Paso. I would like to share an example of some proposals we've made so you can have a better understanding of how we make them.
- Katherine Brennand asked who designs the proposals. Brooke answered that we have an in-house designer.
- Josele Diaz attended the US Sports Congress December 9-11 and he came away with 2 promising leads.
- You will see a jump in our Sports Development numbers next month.
- We have already reached our room nights goal for the Film Commission.

VII. Venue and Event Management: Trudy Sweeten

- WinterFest has concluded. We are still working on finalizing the numbers. We had 20,741 skaters and the attendance to our Texas Gas free Movies Series was 4,439. Showed recap video.
- Fan Fiesta was December 30 and we had an attendance of 5,000. Veronica said that during the Sun Bowl game broadcast, Visit El Paso was mentioned 4 times. Bernie provided more information about the event and the increase % for this year. Showed recap video for Fan Fiesta.
- Veronica mentioned the possibility of having Amigo Man and Tony the Tiger partner for several other activities in El Paso.

***Adjourn 5:09 pm**

***The next meeting will be on Thursday, February 13, 2020 at 4:00 PM at the Destination El Paso Board Room**