

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, January 21, 2010, 4:00 p.m.**  
**Las Palmas Del Sol Room**

**Board Members Present**

Joe Frandina  
Bernie Sargent  
Terry Guerra  
Laurie Paternoster

**Board Members Absent**

Joe Daubach  
Betsy Behrenhausen  
Kay Mooy  
Elvia Hernandez

**CVB Staff**

Bill Blaziek  
Bryan Crowe  
Veronica Castro  
Brooke Underwood  
Carol McNeal  
Pifas Silva  
Valerie A. Garcia

**I. CALL TO ORDER**

- The meeting was called to order at 4:08 p.m.

**II. Introduction of Paul Serf – President Emeritus of the Texas Travel Industry Association**

Paul Serf is working with our Tourism Department

**III. Review of Minutes**

**IV. UPDATES**

**A. Financials: Bryan Crowe reviewed financials for November 2009**

- November revenues were strong with expenses in line.

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

- **December** - 4 leads were generated for the month representing 695 in total attendance, 2,095 Room Nights and an approximate Economic Impact of \$444,383.
- Notable business includes:
  - Texas Veterans Commission
  - FBI Command College
- **December** - 6 pieces of business were confirmed for the month representing 2,800 in total attendance, 5,042 Room Nights and an approximate Economic Impact of \$1.7 Million.
- Notable business includes
  - Texas Forensic Association (March 2010)
  - Texas State Teachers Annual Convention (March 2011)
  - Texas State Historical Association (March 2011)
  - Brotherhood of Locomotive Engineers (Sept 2011)
- **Austin Sales Calls**  
Jan 14-15, 2010  
Lisa Ritchey met with the following associations while in Austin
  - Texas Nurse Practitioners
  - Texas Society of Anesthesiologists
  - State Firemen & Fire Marshalls Assn. of Texas
  - Texas Corrections Association
  - Texas Association of Life and Health Insurers
  - Texas Osteopathic Medical Association

Additionally she attended the Society of Government Meeting Planner Monthly Chapter Meeting.

- **TACVB – Mid Winter**

January 11-13, 2010

Veronica Castro and I attended the Texas Association of Convention & Visitors Bureau's Annual Mid-Winter Conference in Granbury TX.

The educational conference focused on the power of Social Media in marketing a destination, and Marketing to Latinos

- **Upcoming Travel**

- **Religious Conference Management Association (RCMA)**

Ft Worth January 26-29, 2010

Cathy Countiss will be exhibiting at RCMA which draws U.S. and international meeting professionals.

**C. Tourism Development: Veronica Castro**

- We receive 1061 inquiries in the month of December. The majority of the inquiries were from See Texas First ad.
- In the month of December, we assisted 1761 tourists in all 3 Visitors Information Centers.
- Atmosfera Marketing Company from Juarez represented the El Paso CVB at the 2009 Expo Canaco that was held the weekend of Dec. 3 thru 6, 2009 in Chihuahua City. The show was very successful; they attracted over 80,000 people over the 4 day free event. Approximately 10,000 individuals went to our booth and 3,500 emails were collected for our database. The CVB partnered with 4 hotels, La Quinta, Artisan, Camino Real and Hyatt Place.
- There were 2,252 website visits and 85% were unique visitors.
- Sun Bowl report:  
We are in the process of completing the pick up report for the event and so far we are at 3,200 room nights.
- We will be hosting Texas vs. The Nation 1<sup>st</sup> Annual Chili Cook Off at the arts festival plaza, all proceeds from this event will go to benefit the Boys and Girls Clubs of El Paso. Please join us!
- Upcoming Events
  - Jan 31<sup>st</sup> – Texas vs The Nation Chili Cook Off
  - Feb 6<sup>th</sup> – Texas vs The Nation Game at Sun Bowl
  - Jan. 16 – July 10<sup>th</sup> – DaVinci Exhibit
  - Jan. 30<sup>th</sup> – May 30<sup>th</sup> – Extreme Deep/Mission to the Abyss
  - Jan – April – Giant Worlds at the Insights Museum

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

- A total of 24,860 patrons attended 16 events in all venues during the month. 68% of the events were attended by more than 500 patrons.
- 17,194 patrons attended Convention Center activities in December. Highlights of the December Convention Center activities are:
  - University of Phoenix Graduation, attendance of 7,453
  - Fan Fiesta, attendance of 5,600
  - Sun Bowl Luncheon, attendance of 1,165
- The Plaza and Abraham Chavez Theatres hosted 7,666 patrons in December and Year-to-Date have hosted 45,365 patrons. Theatre highlights in December included the following:
  - El Paso Community Foundation Holiday Films, attendance of 1,867
  - Dave Koz, attendance of 1,851
  - Moscow Ballet, attendance of 2,542

**Future Event Highlights:**

- El Paso Symphony Orchestra, this Friday and Saturday, Plaza Theatre performances at 7:30 p.m., featuring Zuill Bailey
- New Shanghai Circus, January 30, Plaza Theatre, performances at 3 and 7:30 p.m., tickets \$13- \$38 on-line via Ticketmaster or at the Plaza Theatre Box Office

- Nearly Neal, January 31, Abraham Chavez Theatre, performance at 2:30 p.m., tickets at the theatre on day of show, \$20/\$10 Students
- Riverdance Farewell performance (5 shows), February 12-14, Plaza Theatre, tickets via Ticketmaster or at the Plaza Theatre Box Office.
- Bill Maher will perform in the Plaza Theatre on April 3. Tickets are currently on sale
- Chicago, the Band will perform in the Plaza Theatre on April 6. Tickets go on sale February 12
- Norah Jones is scheduled in the Plaza Theatre on April 29. Tickets will be available in early March.

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

- Revenue in Food & Beverage for the month of December was \$185,975 compared to \$165,000 last year. Year to Date Revenue was \$585,884, up from last year's total of \$558,884
- Big contributors to catering revenue in December were:
  - El Paso Independent School District Partners in Education
  - University of Phoenix Graduation
  - University Medical Center Christmas Party
  - Sun Bowl Luncheon and Gift Dinner
- Concessions Contributors include:
  - Sun Bowl Fan Fiesta- \$12,734

**F. Communications: Pifas Silva**

- Unique visits to the website for the month of December reached 57,576, compared to 44,905 in December 2008, a 28% increase. We continue to see an average of 53,000 unique visits per month, except for October when we saw a spike and saw 78,372 unique visits (which by the way coincided with USBC's first mass e-mail blast about El Paso sent out the first week of October).
- El Paso has received media exposure in the December issues of True West, Smart Meetings, Best of the West Source Book and Texas Monthly.
- Texas Monthly unveiled the three-page "Out Of Town" section in the December issue (show sample). The special section is a partnership between the Sun Bowl Association and the El Paso CVB. Also, during the month of December, worked with the following media outlets to promote the Sun Bowl:

**OKLAHOMA CITY**

KGOU 106.3 FM "OU Rising Show"

KTOK 1000 AM "Reid Mullins Show"

WKY 930 AM "newsok.com show"

Jake Trotter, The Oklahoman

Casey Parvin, The Oklahoma Daily (student newspaper)

**PALO ALTO**

KNBR 680 AM "Brian Murphy & Paul McCaffrey Show"

- The Communications Department assisted the State's Tourism office with a press trip by the editor of Japan Travel Guidebook (Toshiya Kikuchi) in mid-December and hosted two travel writers in late December: Eileen Mattei (Texas Co-Op/Texas Parks & Wildlife) and Ray Navis (freelance writer based in San Francisco).
- The two new: 30 spots (one tourism message one economic development message) were completed in early December and ran during the CBS telecast of the Brut Sun Bowl and will run during the Texas vs. The Nation game. The tourism spot has been placed on the visitelpaso.com homepage.
- We have a schedule in place for USBC presentations to community organizations such as Paso Del Norte Group, Central Business Association, Downtown Rotary and others. Presentations will run through the middle of March with a final presentation to the Hotel Motel Association on March 18. El Paso 15 (the government channel) taped the CBA

presentation and began airing it this week on cable channel 15 and will do so until March 26.

**G. Film Commission: Susie Gaines**

- There were five leads in the month of December, bringing the year-to-date total to 56
- Dec. Filming/Wrapped:
  - Documentary Reality television show titled “Raising Sextuplets” shown on the WE Channel. \$62,300.00, direct impact and 20 Room Nights
  - Permitted 15 city locations for Autumn Leaves’ film, titled “Rebels”
- Scouted with producers for a possible movie this spring.
- Working on the 2010 Production Manual
- Currently permitting for additional filming from Autumn Leaves’ “Rebels”  
Year-to-date Room Nights: 164  
Direct Impact: \$480,300.00

**V. General Manager’s Update**

- Bill Blaziek gave a presentation on the United States Bowling Congress

**VI. Open Discussion**

**VII. ADJOURN**

- Meeting was adjourned at 5:02 PM.

**\*The next meeting will be on Thursday, February 11, 2009 at 4 p.m. in the Las Palmas Del Sol Room\***