

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, January 18, 2017 4:00 p.m.

### Destination El Paso Boardroom

#### Board Members Present

Kerry Doyle  
Bernie Olivas  
Georgina Williams  
Ismael Legarreta  
Elvira Galindo

#### Board Members Absent

Rose Lucero  
Martin Bartlett  
Krista Snow  
Marianne Rosas

#### Destination EP Staff

Bryan Crowe  
Brooke Underwood  
Veronica Castro  
Amanda Fernandez

#### I. Call to Order

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

#### II. Approval of Minutes

- Motion to approve the minutes by Bernie Olivas.
- Seconded by Ismael Legarreta.

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

- We wrapped up Winterfest on Jan. 1 with great success.
- We had 19,045 skaters which was up 29% from the prior season. The free movies in the Plaza Theatre were also up. The busiest day of the season was Dec. 30 with an average of 743 skaters.
- All our sponsors this season and last season have helped us to be able to put on Winterfest and offer an economical way to ice skate.
- Public comment was made by Dick Behrenhausen regarding the Kringle Kafe, he asked how it did during Winterfest. Bryan answered that we made the menu smaller and our sales were up from last season. We sold 650 gallons of hot chocolate.
- Ismael asked how security during Winterfest was. Bryan answered that we used our own security during the days and we contracted overnight security to watch all the assets, Metro Force was also present at Winterfest and San Jacinto. Bryan also mentioned that we worked with DMD to keep businesses open longer and activities were offered to attract people to Winterfest and San Jacinto.
- We announced 3 shows this week- Fleet Foxes, Gordon Lightfoot, and Chicago.
- Ismael asked how sales for The Lion King were going. Bryan said 65% of our inventory is gone so it is doing very well. Ismael also asked if we rented all the lights for Winterfest; Bryan responded that we own all the lights and most of the equipment that is used for Winterfest. There are some items that we must rent.

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for November 2017.
  - Total revenue for the month of November 2017 was \$694,776 bringing Total YTD revenue is \$1,703,667.
  - Total expenses for El Paso Live for the month of November 2017 were \$570,903 bringing YTD expenses to \$1,623,230.
  - Total expenses for Visit El Paso for the month of November 2017 were \$221,094 bringing YTD expenses to \$723,932
  - YTD we are experiencing a positive variance of \$312,850.
  - YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$489,825.

- **Tourism Development: Veronica Castro**
- Veronica reported that we had a very successful tailgate at the Sun Bowl game and we will continue to grow the event. We would like to work with hotels to create a package for visitors to receive a ticket to the tailgate when they check in.
- Georgina Williams asked if the violence in Juarez has affected tourists coming to El Paso. Veronica answered that it has not affected us, and we have travel writers visiting soon and they want to go into Juarez.
- Bryan and Veronica will be attending the Sister Cities Summit in Guadalajara Feb. 15-17 and Bryan will be on a panel talking about our initiatives and partnership with the Juarez visitor's bureau.
- We are partnering with the City, County and Las Cruces for SXSW which will take place March 10-14. We will host a reception on March 11 for investors, state officials, and meeting planners. We will also have 14 pedicabs this year and one of the pedicabs will have a regional image on it to include Las Cruces.
- We are working with Destination Next on a survey about El Paso. The survey will help us to see how people view El Paso and where we can improve. We will be sending out over 400 surveys to community leaders.
- Ismael asked who was included in community leaders and if the County contributes to DEP. Bryan answered that the County is not a funder of DEP. Veronica mentioned that County leaders will receive the survey and we always market any events that are held at the Coliseum and we market the Mission Trails. Veronica answered that community leaders are all City and County officials, General Managers and Director of Sales at hotels, business owners, business leaders, and all our attractions.
- We will have our out of town digital and social media agencies present to hoteliers on Feb. 1 and they will also do a quick presentation to the Advisory Board. Advisory Board will be moved to Feb. 1.
- El Paso was featured in different editorials from travel writers who recently visited El Paso. I have passed out the different articles from Never Too Old to Travel, The Traveling Fool, and Food, Fun & Faraway Places.
- **Convention Development: Brooke Underwood**
- We had heavy travel in December with Jor attending the US Sports Congress conference, Cathy and Diana conducting our annual Austin Tamale Drop and hosting a table at the TX Society of Association Executives' Celebration luncheon.
- Bryan and Brooke will be in D.C. in February attending Destination Showcase.
- Jor has upcoming travel to Colorado Springs for sales calls with meeting planners from several governing body sports.
- The sales team will be in Austin in February attending a sales symposium and attendance booster.
- Brooke reported that she now has a full staff; Christian Lopez started on Jan. 16. We are still recruiting for an Austin Sales Manager.
- We will be transitioning to a new CRM the end of January and it will be web based.
- **Venue and Event Management: Bryan Crowe**
- Bryan recently returned from New York attending the SMG Winter Theaters Conference and met with promoters to see what shows we can bring to El Paso.
- On top of Winterfest we had multiple events with great attendance in the month of December at our different venues
- The Food and Beverage department is right on par with where they need to be for this time of year.

- Upcoming events
  - Pink Floyd, Jan. 19
  - EPSO, Jan. 19-20
  - Home Show- Jan. 26-28
  - Rodney Carrington, Jan. 26
- Georgina asked for an update on the Streetcar Project. Bryan said the first streetcar will be delivered in Feb. and test runs will happen until Nov.
- Georgina asked if anyone is reaching out to the community and businesses to help them create tools to market the streetcar stops. Veronica answered that all the stops are featured on a printed map and on the Visit El Paso app.

**\*Adjourn 5:02 pm**

**\*The next meeting will be on Thursday, February 1 at 4:00 PM at the Destination El Paso Board Room**