

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday January 8, 2015 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Mica Short  
Israel Rivera  
Pifas Silva  
Dick Behrenhausen  
Bill Ketcherside

#### Board Members Absent

Jay Pritchard  
Irene Pistella  
Danny Padilla

#### Destination EP Staff

Bryan Crowe  
Lauren Falco  
Brooke Underwood  
Veronica Castro  
Mauro Monsisvais

#### I. Call to Order

- The meeting was called to order at 4:09 p.m.

#### II. Approval of Minutes

- Motion to approve by Dick Behrenhausen.
- Seconded by Bill Ketcherside.

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

- **Introductions for District 6 New Appointee, Israel Rivera**
- **Destination EP Annual Report**
  - Currently being printed for limited distribution, but available for download at [visitelpaso.com](http://visitelpaso.com)
  - Highlights of the 2014 year as well as a great guide for information about the company & the area
  - There was high city involvement starting this past year and will continue henceforth.
- **Urban Planning for City**
  - HKS & Bryan Crowe, with his associates, presented the proposal for the QoL Bond Projects to City Council. They have unanimously supported the proposal and will move forward in the process
  - Currently, looking for building sites
  - Feasibility will be taken under consideration in order to maximize the use of the 204 million dollars for the Quality of Life Bond

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
  - The numbers below represent the beginning of the 2015 fiscal year.
  - Total revenue for the month of November 2014 was \$481,345 bringing Total YTD revenue budget to \$1,476,544
  - Total expenses for El Paso Live for the month of November 2014 were \$389,448 bringing YTD expenses to \$1,303,629.
  - Total expenses for Visit El Paso for the month of November 2014 were \$218,443 bringing YTD expenses to \$570,978.
  - YTD we are experiencing a positive variance of \$502,044.
  - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$540,442
  - We are pacing ahead of budget. All retained earnings makes us under budget for El Paso Live expenditures
  - The build out of USBC in December in the Convention Center will lead to a financial anomaly for the next months, as we are making what we would have hosting events by hosting the USBC tournament.

- **Operations: Mauro Monsisvais**
  - No update
- **Tourism Development: Veronica Castro**
- **USBC**
  - March 7-July 17 of 2015
  - Feb. 25, 2015 – Press Conference to unveil complete build out of USBC bowling lanes in the Convention Center
  - March 7, 2015 – Opening Ceremony
- **New Visitor's Guide**
  - 150,000 will be distributed throughout the region and provided to all USBC attendees.
  - Also available in Visitor's Centers
- **The Official Visit El Paso App**
  - Will be unveiled at the end of January to the public.
  - Took about 5 months to create, 80 people have tested thus far, very positive comments
  - Will contain some amazing interactive features and technology for visitor's to use during their stay
- **Visit El Paso Coffee Table Book**
  - Will be complete by summer
  - Currently in the process of interviewing El Paso sponsors for the book
- **Convention Development: Brooke Underwood**
  - **USBC**
    - Notable bookings for December
      - Pacific Coast League – Sep. 22. 2015
      - Texas Association of Convention and Visitor Bureaus – 2016
      - Texas Travel Industry Association/TXDoT
  - **Department Update**
    - Brooke will be attending the Midwinter Conference for TACVB in Midland, Texas at the end of the month
- **Facility Sales & Marketing-Carol McNeal**
  - USBC build out affected December event schedule
  - Kevin Hart, both shows, are sold out
  - Chicago will be Jan 13-14, 2015
- **December Event Highlights**
  - Beauty and the Beast – The Plaza Theatre, attendance of 1,917
  - USCIS Citizenship Ceremony – Abraham Chavez Theatre, attendance of 1,404
  - Dave Koz and Friends – The Plaza Theatre, attendance of 1,826
  - Moscow Ballet's Great Russian Nutcracker (2 shows) – The Plaza Theatre, attendance of 3,710 (2 shows)
  - Rotary Sun Bowl Luncheon – Convention Center, attendance of 937
  - Sun Bowl Fan Fiesta – Convention Center, attendance of 2,834
- **January Outlook**
  - Jehovah's Witness Meetings, January 3 and 4, Abraham Chavez Theatre
  - USBC Press Conference, January 9, 10AM, Convention Center
  - Chicago, the Musical, January 13 and 14, The Plaza Theatre
  - El Paso Symphony Orchestra, January 23 and 24, The Plaza Theatre
  - Kevin Hart, January 29 (2 shows), Abraham Chavez Theatre
  - Cocktail Hour, the Show presented by Ballets with a Twist, January 30, The Plaza Theatre.

**V. Open Discussion**

**\*Adjourn 5:30 pm**

**\*The next meeting will be on Thursday, February 12th, 2015 at 4:00 PM at the Destination El Paso Board Room**