

Minutes

El Paso Convention and Visitors Bureau/El Paso Convention & Performing Arts Center

Advisory Board Meeting

Thursday, October 11, 2007, 4:00 P.M.

The Las Palmas and Del Sol Room, El Paso Convention Center

Board Members Present

Marilyn Munden
Adeline Rogers
Lidia Flynn
Bernie Olivas
Jane Ratchiff
Cindy Foght
Terry Guerra
Joe Frandina
Fred Jackson

Board Members Absent

CVB Staff

Bill Blaziek
Terrie Todd
Bryan Crowe
Wendy Garrett
Pat Genera
Valerie A. Garcia
Susie Gaines
Pifas Silva

I. CALL TO ORDER

- The meeting was called to order at 4:09 P.M.

II. REVIEW OF MINUTES

- Minutes were filed as presented.

III. UPDATES

A. Financials: Pat Genera reviewed financials for July/August

- Revenues and expenses are on course with budget.

B. Convention and Tourism Development: Terrie Todd

- 3 leads were generated with a total of 332 room nights, 650 delegates representing an economic impact of \$415,610.00.
- 4 leads were turned definite with a total of 688 room nights, 810 delegates representing an economic impact of \$517,914.00.
- Pat Garrett will participate in Association Day in Dallas, Texas October 1, 2007.
- The Convention Development Sales Team will hold a sales blitz in Austin on October 2-3, 2007. Twenty-seven sales appointments have been secured to include dinner with Javier Holguin, Executive Board Member for Texas Association of Chicanos in Higher Education.
- Dana Smith will be attending the Lone Star Chapter of Society of Government Meeting Professionals monthly meeting October 11, 2007. She will be hosting a Meeting Planners breakfast meeting at Texas Medical Association on October 12, 2007.
- Cathy Countiss will be exhibiting at Travel, Events, and Management in Sports (TEAMS) Annual Expo in Louisville, KY October 23-26, 2007, which is a co-op with the El Paso's Sports Commission.
- Ann Dowdy, Executive Director for Texas Association of Retired Teachers Foundation conduct a site visit on October 29, 2007 for a possible meeting during the Texas Retired Teachers Association Conference in April 2008.
- 1,577 inquires were received in the month of September and 1,788 visitors were assisted in the Visitor's Centers.
- The Amigo Airsho was very successful with over 70,000 in attendance and 927 room nights generated

- The Southwestern Rodeo attracted over 22,000 attendees during their six performances.
- Senior Tourism Manager Veronica Castro and Assistant Manager of Communications Vanessa Andrade attended the Texas Travel Industry Association meeting in Houston on September 24-25, 2007. The New Texas Marketing Campaign video is exciting and El Paso is featured in a 30 second segment.
- The Master Calendar soft unveiling is doing great and is receiving approximately 20 submitted events per day.
- Dia De Los Muertos events will begin November 1, 2007.

C. Performing Arts Venues: Wendy Garrett

- Attendance in both Theatres totaled 12,352 in August (The Plaza Theatre with 4,083, and the Chavez Theatre with 8,262) bringing the year end count to a record 170,856.
- There were a total of 7 performances including 2 Operas, The Killers concert, and 4 Showtime Performances.
- Playhouse Disney will return to the Abraham Chavez Theatre on January 18-20, 2008 and the tickets are now available.
- The Chicago concert is scheduled for October 11, 2007 at the Plaza Theatre.
- The Broadway show Ring of Fire will open on October 14, 2007 at the Plaza Theatre.
- Shows booked for December are B.B. King on December 27, 2007; Evita the musical on December 12, 2007 in The Plaza Theatre and Modest Mouse concert on December 12, 2007 in the Abraham Chavez Theatre.

D. Operations and Food and Beverage: Bryan Crowe

- 40 events were booked for September including the Adidas Sale and the El Paso Dental Conference.
- Resumes are still being accepted for the Executive Chef position.
- The Oasis Lounge will soon be available for public bookings.
- The Oasis lounge opens their doors 90 minutes prior to events and serves cocktails and will soon be serving complimentary hors d'oeuvres.
- An Energy Management study of the Plaza will help reduce the day to day energy costs.

E. Communications: Pifas Silva

- The website has shown a 67% increase in the month of September.
- El Paso has received free media exposure in some of the following publications:
 - The Hollywood Report
 - San Antonio Express News
 - Texas Travel Log
 - The 2007 Fall Vacation Guide published by the State of Texas features an El Paso ad on page 12.
- We continue to contribute a 2 page spread in the El Paso Magazine, this month featuring Broadway in El Paso and Showtime El Paso.
- Pifas Silva and Vanessa Andrade spent 2 days with Travel Writers from ExpressJet in-flight magazine. They visited the Mission Trails and dined at Café Central.
- Vanessa Andrade will be hosting 8 German Travel writers on October 16-17, 2007 as part of a Texas tour organized by the Texas State Tourism Office.
- Pifas traveled to Toronto, Canada with a Texas delegation and gave a presentation to the Canadian Media October 15-19, 2007.

F. Film Commission: Susie Gaines

- The Film Commission has generated 70 new leads in September (60 were from the New York Filmmakers Conference).
- Filmed and wrapped movies Pulse II, Wicked Lake, and the Border Patrol Training Film.
- 1,018 room nights were generated

IV. Branding Presentation

- Morris Pittle with Two Ton Creativity Advertising firm, selected by The City to introduce the new branding campaign for El Paso, gave a presentation on the new logo and slogan "El Paso. You Have No Idea ", which will be launched November 1, 2007.

V. GENERAL MANAGERS UPDATE

- Bill Blaziek closed by applauding Morris Pittle and The City of El Paso for all their research and efforts put into the new branding campaign to promote El Paso.

VI. OPEN DISCUSSION

- Joe Frandina voiced concern for focus group testing regarding the Branding campaign.
- Marilyn Munden expressed the need for a more efficient mass transit system from Mexico to El Paso.
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VI. ADJOURN

- Meeting was adjourned at 5:23 PM.

***The next meeting will be on November 8, 2007 at 4 PM.**