

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, October 11, 2012 4:00 p.m.**  
**Rio Grande C Room**

**Board Members Present**

Lily Limon  
Dick Behrenhausen  
Pifas Silva  
Laurie Paternoster

**Board Members Absent**

Elvia Hernandez  
Bernie Olivas  
Mica Short

**CVB Staff**

Bill Blaziek  
Bryan Crowe  
Brooke Underwood  
Veronica Castro  
Carol McNeal  
Leesy McCorgary  
Mauro Monsisvais

**I. CALL TO ORDER**

- The meeting was called to order at 4:11 p.m.

**II. General Manager's Update**

- Bill Blaziek introduced Steffen Poessiger with Mithoff Burton Partners. Steffen discussed the new partnership with DCI and the various media outlets that they will identify on a National level to enhance El Paso's image.
- Bill Blaziek informed the group that a press conference had been held earlier that day regarding the new AAA baseball team. The team will be one of 30 triple A teams in America.

**III. Department Updates**

**A. Financials-Bryan Crowe**

- Total revenue generated for August 2012 was \$448,359.
- Year to date total revenue generated is \$4,330,174.
- We experienced a strong year with approximately 387 events held in all venues.

**B. Tourism Development-Veronica Castro**

- The department hosted the TX Department of Transportation's Study Group Tour this week. The group consisted of 2 representatives from each TXDOT Information Center. These representatives assist roughly 2.5 million travelers a year. Over 21 area attractions were visited during their stay in El Paso.
- Chalk the Block is scheduled for this weekend and will host a variety of new exhibitions and artists.

**C. Convention Development-Brooke Underwood**

- The Grant Makers National Convention is currently being held in the Convention Center and will wrap up Friday.
- 16 representatives with the Texas Association of Convention & Visitors Bureaus will be in El Paso next week. During their visit these representatives will visit local hotels and attractions in anticipation of the 2014 convention that will be held in El Paso.
- Cathy Stevens will attend the 2012 Rejuvenate Convention later this month where she will have over 30 scheduled appointments with meeting planners.
- El Paso will host a site visit this month for the American Legion. El Paso is on the short list for this convention.

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

- September was a strong month and set a new attendance record in terms of attendance to all facility events.
- We were just informed that Bryan Adams will be in El Paso again and tickets will go on sale Oct. 19.

**IV. Open Discussion**

- Laurie Paternoster:
  - Lynx will host a new exhibit in November.
  - Funding for a new Children's Museum will be proposed on the new bond.
  - The annual Walk a Mile in Her Shoes event will be held on Oct. 16<sup>th</sup> in the downtown area.
- Dick Behrenhausen informed the group that El Paso is home to two great golf events each year; the Price's Creameries Junior Match Play City Championship and the Western Refining Sun Bowl All-American Golf Classic.

**V. ADJOURN**

- Meeting was adjourned at 5:23 PM.

**\*The next meeting will be on Thursday, November 8, 2012 at 4 p.m. in the Convention Center.**