

Minutes

Destination El Paso Advisory Board Meeting

Thursday, Oct. 11, 2018 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Bernie Olivas
Kerry Doyle
Ismael Legarreta
Elvira Galindo
Marianne Ayub
Katherine Brennand
Katie Scott

Board Members Absent

Rose Lucero
Krista Snow

Destination EP Staff

Bryan Crowe
Brooke Underwood
Trudy Sweeten
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:04 p.m.

II. Elect Chair

- A motion was made by Elvira Galindo and seconded by Bernie Olivas to elect Ismael Legarreta as Chair of the Greater El Paso Civic, Convention and Tourism Advisory Board.

III. Approval of Minutes

- Motion to approve the minutes by Ismael Legarreta.
- Seconded by Marianne Ayub.

IV. General Manager's Update: Bryan Crowe

- We are gearing up for Winterfest and we have a lot of programming scheduled during Winterfest.
- Bryan, Brooke and Veronica attended TTIA Summit in Galveston, TX Sept. 24-27. Bryan was on the Executive Committee for TTIA and now Monica Lombrana has been nominated and will take Bryan's seat.
- Bryan traveled to Nashville from Galveston to attend the IEBA conference. This is a conference to network with agents, tour promoters and venue operators.

V. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for August 2018.
- Total revenue for the month of August 2018 was \$631,282 bringing Total YTD revenue to \$7,356,227.
- Total expenses for El Paso Live for the month of August 2018 were \$1,270,902 bringing YTD expenses to \$8,249,794.
- Total expenses for Visit El Paso for the month of August 2018 were \$760,006 bringing YTD expenses to \$3,996,542.
- YTD we are experiencing a positive variance of \$620,755.
- YTD after the influx of City of El Paso funding there is an Adjusted Net loss of \$356,830.
- We had a really great year and we beat our budget by over \$600,000.
- Katherine Brennand asked what non-event revenue and Bryan responded that it is revenue from monthly parkers in the garage, the chamber rent, and sponsorship revenue that does not correlate with an event.
- **Tourism Development: Veronica Castro**
- Our editorial goal for this year is lower than last year due to the fact that we are only counting outside media as opposed to last year when you consider all media coverage.
- Vogue Mexico published an article in their Sept. issue. This has an editorial value of \$334,880.

- Road Scholar is a publication full of learning adventures in 150 countries and all 50 states. Maegan was able to get El Paso into the publication and we have two itineraries for tour operators.
- Meetings Today Magazine featured an article on El Paso. This publication gets sent out to meeting planners in Texas.
- Kimberly Tate who is a blogger visited El Paso back in February and her article came out in September.
- Veronica mentioned we are rolling out our new Digital Ambassador program. We are hoping all hotels will have their staff do the online training along with cab drivers and other hospitality agencies.
- Richard Behrenhausen asked if we are going to reach out to Alaska Airlines. Bryan responded that we will be meeting with them and Veronica can inquire about us putting an article in their inflight magazine.
- **Convention Development: Brooke Underwood**
- Notable lead for Texas Association for Pupil Transportation Annual Conference, June 2021- Attend: 1,200, Peak: 500, TRN: 2,055 and Economic Impact: \$1,047,235.67.
- Rah Shakir Shakir (state associations) attended the Texas Society of Association Executives New Ideas Conference in Dallas, TX where Visit El Paso has a large presence as the standing Wifi Sponsor of the conference. She had seven (7) promising meetings with association planners.
- Rah Skakir attended Smart Meetings Southwest in Austin and had 15 appointments with matched associations and organizations. She came away with 11 promising connections.
- Cathy Stevens (SMERF market) attended Small Market Meetings in Ontario, CA. She had 30 one on one appointments with meeting planners/decision makers from all segments. She received 1 RFP and 5 five strong leads.
- Christian Lopez (corporate/national associations) traveled to Barbados for the announcement that El Paso won the bid for the 2019 Society of American Travel Writers National Convention. He also participated in the Media Marketplace and had 14 one-on-one appointments with 14 travel writers/influencers. Att: 250, TRN: 1000
- Brooke Underwood will travel to Las Vegas, NV for IMEX: America which is an exhibition for incentive travel, meetings and events. She will co-op with other SMG Facilities and has one-on-one appointments from all markets.
- Ismael Legarreta asked if we have approached the Locomotives and Brooke answered that we have a great relationship with Mountain Star Sports and we will be working with them.
- Drew Mayer-Oakes who is our new Film Commissioner had an 8-day shoot around El Paso for our new Discover El Paso video.
- Katherine Brennand asked if the budget cut has affected our Film Commission and Brooke responded that so far it has not impacted us.
- El Paso was featured in the September/October edition of Sports Destination Management magazine.
- Dick Behrenhausen asked how the Paso del Norte hotel getting a new contractor affects us and if the hotel is staying on track with their opening date. Bryan responded that we will be having a meeting with the City and hotel ownership to discuss the plan.
- **Venue and Event Management: Trudy Sweeten**
- Our food and beverage department had a good start to the new year. We had catering with the State of the City Luncheon and Friends of the Brigade Military Ball in the month of October.
- We have started our new fiscal year behind in overall venue attendance compared to last year with the exception of the Convention Center, this is mainly due to the 8 Broadway performances of Beautiful last year in September and not hosting the Movies in the Canyon series this year.
- Chalk the Block and the Home and Garden Show will be this weekend.

- Kevin Hart will be in the Abraham Chavez Theatre on October 25 with 2 shows that evening. Both shows are nearly sold out.
- Bryan commented that we have increased our Broadway subscribers even without a national tour in this season's lineup; the more subscribers we have the more of an opportunity we have to continue bringing national shows to El Paso.

***Adjourn 5:04 pm**

***The next meeting will be on Thursday, November 8 at 4:00 PM at the Destination El Paso Board Room**