

Minutes

El Paso Convention and Visitors Bureau Advisory Board Meeting Thursday, October 13, 2011 3:00 p.m. El Paso Zoo

Board Members Present

Bernie Sargent
Elvia Hernandez
Kay Mooy
Betsy Behrenhausen
Marilyn Munden, Emeritus
Joe Frandina, Emeritus

Board Members Absent

Joe Daubach
Bernie Olivas
Yolanda Torres
Terry Guerra, Emeritus
Laurie Paternoster
Getsemani Yanez

CVB Staff

Bill Blaziek
Carol McNeal
Verónica Castro
Brooke Underwood
Chelsie Melendez
Leesy McCorgary
Bryan Crowe
Norma Barrera

Guest

Don Baumgardt
Richard Berenhausen
Bruce Mooy
Valerie Garcia
Maria Herrera

I. CALL TO ORDER

- The meeting was called to order at 3:05 p.m.

II. General Manager's Update

- Bill Blaziek introduced guests; Don Baumgardt, Richard Berenhausen, Bruce Mooy, Valerie Garcia and Maria Aragon.
- The CVB is currently working on the annual report. This year's annual report will include the addition of social media outlets such as Facebook, Twitter, blogs, etc. as well as other modern technologies to include Applications, Mobil sites, QR codes and E-Tags.
- CVB staff attended Tuesday's City council meeting regarding the request of additional funding for Conference USA. Council approved the request with the option to expand the financial request.
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III. Department Updates (written & distributed for sake of Zoo presentation and tour)

A. Financials: Bill Blaziek

- Financial reporting will resume in November. Year-end reports were submitted to board members in September.

B. Facility Sales & Marketing: Carol McNeal

- WICKED pre-sale began October 12. All tickets sales will begin October 28.

IV. Open Discussion

- Elvia Hernandez stated that Papaleros will take place on Nov. 5th.
- Bill Blaziek mentioned that Chalk the Block will be held this weekend.
- Bernie Sargent
 - Beer & Brats, Keystone Heritage Park's, October 15
 - Walk Through History, Concordia Cemetery, October 15
- Steve Marshall introduced Rene Neuert and Karla Martinez and briefed the group on what the scheduled Zoo tour would consist of.

V. ADJOURN

- Meeting was adjourned at 5:00 PM.

***The next meeting will be on Thursday, November 10, 2011 at 4 p.m. in the El Paso Convention Center.**

