

Minutes

Destination El Paso Advisory Board Meeting

Thursday, October 19, 2017 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Rose Lucero
Bernie Olivas
Georgina Williams
Ismael Legarreta
Marianne Rosas
Krista Snow
Elvira Galindo

Board Members Absent

Kerry Doyle
Martin Bartlett

Destination EP Staff

Bryan Crowe
Brooke Underwood
Amanda Fernandez

I. Call to Order

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

II. Approval of Minutes

- Motion to approve the minutes by Bernie Olivas.
- Seconded by Georgina Williams.

III. General Manager's Update: Bryan Crowe

- Bryan introduced Elvira Galindo who is a new board member appointed by Rep. Lizarraga.
- Bryan reported that we now have a full board, there are no more vacancies.
- At the next meeting we will nominate and elect a Chair and Vice Chair.
- SMG has affirmed Cohen Stadium and the City is holding a public meeting regarding the future of Cohen Stadium on Monday, Oct. 23 at EPCC Northeast Campus.

IV. Department Updates

• Financials: Bryan Crowe

- Financial Narrative for August 2017.
 - Total revenue for the month of August 2017 was \$410,492 bringing Total YTD revenue is \$6,023,659.
 - Total expenses for El Paso Live for the month of August 2017 were \$1,143,362 bringing YTD expenses to \$7,710,886.
 - Total expenses for Visit El Paso for the month of August 2017 were \$598,802 bringing YTD expenses to \$3,464,261.
 - YTD we are experiencing a negative variance of \$306,007.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net loss of \$241,551.
 - We are working with the city on HOT tax adjustment which will zero out the negative variance.

• Tourism Development: Brooke Underwood on behalf of Veronica Castro

- Veronica is currently participating in a sales mission in Torreon. She will be visiting with travel agents.
- Maegan Hruby will be leaving on Monday to participate in a TTIA New York City sales mission.

• Convention Development: Brooke Underwood

- We had 17 leads in the month of September which is a great start to the new Fiscal Year.
- Travel for the department will begin to pick up this time of year with tradeshow, sales calls and our Annual Tamale Drop in Austin.

- We have hired a new Film Commission Coordinator, Drew Mayer Oakes.
- The Film Commission department has partnered with Workforce Solutions to create a certification class for production crews. The class will take place on Saturday, Oct. 28- Sunday, Oct. 29 and there are certified instructors from Austin to teach the class.
- Brooke will be joining Maegan on the TTIA NYC Sales Mission next week.
- Jor Arcila will be traveling to Greensboro, SC to attend the USA Softball Annual Conference which was an invitation extended by USA Softball.
- Perry Currier will attend Connect Texas early part of November.
- **Venue and Event Management: Bryan Crowe**
- We have a lot of upcoming events.
 - Swan Lake- Oct. 22, Plaza Theatre 6:00 p.m.
 - Shopkins- Pct. 25, Plaza Theatre 6:30 p.m.
 - Ringo Starr- Oct. 30, Chavez Theatre 8:00 p.m.
 - Jeff Dunham- Nov. 1st and 2nd, Chavez Theatre 7:00 p.m.
- Winterfest will open earlier this year than last year. It will open November 18 and run through Jan. 1. Kringle Kafe will be open during ice skating hours and private parties are available.
- Public comment by Richard Behrenhausen, he asked if there was an opportunity for the El Paso Zoo to be tied in to the Lion King. Bryan has a meeting scheduled with Disney and he will ask them if we can do a cross promotion.
- Ismael Legarreta asked about the vacancies we have. Bryan mentioned we are currently recruiting for Assistant General Manager, Director of Operations and Operations Manager. We will be hiring seasonal staff for our upcoming events and Winterfest.
- Georgina Williams asked if there was a way to bring Hamilton as part of the Broadway Series. Bryan responded that we are already filling the 2018-2019 schedule and it might come to our market in 2020-2021.
- Georgina gave an update on her recent trip to the International Food Bloggers Convention. We sent 200 salsa packets for the attendees. Georgina mentioned that 2019 is available to bid on.
- Bryan gave a brief update on the Mexican American Cultural Center and Children's Museum.

***Adjourn 4:59 pm**

***The next meeting will be on Thursday, November 9 at 4:00 PM at the Destination El Paso Board Room**