

Minutes

Destination El Paso Advisory Board Meeting

Thursday October 20, 2016 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Bernie Olivas
Krista Snow
Ismael Legarreta
Georgina Panahi
Martin Bartlett

Board Members Absent

Lane Gaddy

Destination EP Staff

Bryan Crowe
Ryan Lymphus
Brooke Underwood
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:05 p.m.

II. Approval of Minutes

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

III. General Manager's Update: Bryan Crowe

- Bryan explained our role with managing Cohen Stadium. We have invested in the stadium to be able to have events and concerts. Georgina asked if our preference was to continue managing the stadium and Bryan responded that we would like to continue managing the venue and change the configuration to make it more of a concert venue and add production equipment.
- Georgina asked if the construction for the streetcars has impacted any of our events and Bryan responded that it has impacted our parking revenue but not attendance at the events.
- Ismael asked when the city will decide on a managing operator for the new arena and Bryan responded that the owners representative has been named which is IFG, a location has been voted on and SMG presented to the city so hopefully a decision will be made in the next month or so.
- Georgina asked if we were happy with the location and Bryan said it adds to the convention center campus and will help attract conventions to El Paso. We were 1 of 4 firms that bid on the arena and we are the only one with a local presence.

IV. Department Updates

• Financials: Bryan Crowe

• Financial Narrative for August

- Total revenue for the month of August 2016 was \$463,843 bringing Total YTD revenue budget to \$6,786,432
 - Total expenses for El Paso Live for the month of August 2016 were \$667,930 bringing YTD expenses to \$5,631,102
 - Total expenses for Visit El Paso for the month of August 2016 were \$266,076 bringing YTD expenses to \$3,009,332
 - YTD we are experiencing a negative variance of \$356,160
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$273,321
- Bryan mentioned that this year we held new events and acquired others such as the Sun City Craft Beer Fest and partnered with MCAD to host 5 Music under the Stars performances at Cohen which affected our expenses. Ismael asked how Oishii affected

our financials, Bryan mentioned that Oishii operated at a loss and we are looking at other partnerships and we believe that the renovation of the Camino Real Hotel will help bring patrons to the restaurant.

- **Tourism Development: Veronica Castro**
- Veronica discussed the redesign of the Visit El Paso app. It will now have English and Spanish options, geofencing, push notifications, and personalized content. Veronica is currently working with the car rental agencies so they can promote the app to renters.
- Elaine Masters who is a travel writer from San Diego and writes for Trip Wellness and has a podcast on traveling published an article about her visit to El Paso.
- **Convention Development: Brooke Underwood**
- Cathy Stevens attended the Texas Society of Association Executives (TSAE) Annual New Ideas Conference in San Antonio, TX and Visit El Paso was the sponsor of the conference Wi-Fi. There were 520 attendees at the conference and Visit El Paso passed out jump drives with our meeting planner's kit and a 30 second video.
- Cathy Stevens attended TEAMS Conference and Expo in Atlantic City, NJ. Visit El Paso had 21 pre-qualified appointments with Event Rights Holders for future sports events/tournaments. Notable appointments included:
 - National Horseshoe Pitcher's Association
 - National Gay Basketball Association
 - National Veterans Golden Age Games
 - Professional Disc Golf Association
- The Film Commission had 6 inquiries for the month of September 2016 compared to 8 in September 2015.
- Susie Gaines attended the Association of Film Commissioners International Cineposium in Atlanta, GA. This Cineposium is designed exclusively for Film Commissioners, and provides an opportunity for directed education and training in addition to face-to-face access to industry leaders, and to create a venue for them to discuss filmmaker and on location problems and find solutions amongst their peers, to see how another city film office operates and, for those who have achieved their Certified Film Commissioner titles as well as maintain them.
- **Assistant General Manager: Ryan Lympus**
- El Paso Live will be the presenting sponsor for this year's Fan Fiesta.
- Ryan introduced Emily Beardmore who is our Special Events and Sponsorship Manager.
- Emily showed a quick presentation on Winterfest which will be happening Dec.-Jan.
- Ismael asked if the arena will be tied into the convention center and Bryan responded that it will serve as an asset and it will hold different events than the convention center.

***Adjourn 5:14 pm**

***The next meeting will be on Thursday, November 10 at 4:00 PM at the Destination El Paso Board Room**