

## Minutes

**El Paso Convention and Visitors Bureau  
Advisory Board Meeting  
Thursday, October 26, 2006, 4:00 P.M.  
MacGuire Grand Hall, Plaza Theatre**

### **Board Members Present**

Marilyn Munden  
Bernie Olivas  
Jane Ratcliff  
Michael Shoffit  
Adeline Rogers  
Cindy Foght

### **Board Members Absent**

Pat Valdez-Rios  
Lidia Flynn

### **CVB Staff**

Bryan Crowe  
Terrie Todd  
Bill Blaziek  
Pifas Silva  
Dana Smith

## **I. CALL TO ORDER**

- The meeting was called to order at 4:15 P.M.

## **II. REVIEW OF MINUTES**

- Minutes were filed as presented.

## **III. UPDATES**

### **A. Financials: Bryan Crowe for Pat Genera**

- Preliminary numbers for end of Fiscal Year 05-06 show that revenue exceeded the budgeted goal and expenditures were down.

### **B. Convention and Tourism Development: Terrie Todd**

- The Sales team is gearing up for The Sun Bowl Sales Blitz with the Hotel Motel Association, the El Paso Sports Commission and local hotel Partners.
- The El Paso CVB is growing their annual Sun Bowl Tent Party to make it part of the official events of the Sun Bowl. It will be known as The Amigo Tent Party.
- Rebecca Diaz and Amanda Urbina are traveling to Salt Lake City, UT to participate in the National Tour Association conference, where Rebecca will present the upcoming events, including Viva El Paso for 2007, in El Paso to hundreds of Tour Operators.
- The Sales Team just finished up a UTEP sales blitz with 7 hotel partners.
- Joanne Rodriguez, Sales Manager went to Austin to present to the Crime Stoppers Association, as El Paso was short-listed for their annual conference in 2008.

### **C. Convention and Performing Arts Centers: Bryan Crowe**

- Broadway Season Subscriptions are up 30% from last year. Forever Tango added a matinee in El Paso, the only city on the tour to do that so far.
- Upcoming bookings in the theaters include, Jerry Seinfeld, Sparta and B.B. King.
- The Food and Beverage Department has exceeded expected revenues for the fiscal year 05-06/
- Bill Blaziek and Bryan Crowe attended the International Convention Center Conference in Denver, CO.

**D. Communications: Pifas Silva**

- The extensive list of publications that feature El Paso continues to grow..
- Visits to the Convention Center website has increased 50%, resulting in over 1300 hits a day.
- Visitors to the website will soon be able to book hotels directly through our website.
- The CVB continues to work with local venues to help in publicity, including assisting the Juarez OCV with a press conference for events held there.

**IV. Open Discussion**

- Bernie Olivas expressed the Sun Bowl's desire to hold some monies to actively promote El Paso to the universities that will be playing in the Brut Sun Bowl this year.
- Jane Ratcliff suggested marketing the ghost stories of the Plaza theatre and El Paso to draw tourists..
- Michael Shoffit reported that the Amigo Man would be recognized by the City and County on October 30 and 31 at Commissioners Court and City Council. Also, HMA has changed the way the Amigo Man can be used to include a sliding scale for pins. HMA also just completed the "mini-NASCAR" fundraiser for Children's Miracle Network.

**V. ADJOURN**

- Meeting was adjourned at 4:45PM with the introduction of Gary Williams and a tour of the Plaza Theatre.

**\*Next Meeting will be held November 16, 2006.**