

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday October 9, 2014 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Mica Short  
Bill Ketcherside  
Danny Padilla  
Dick Behrenhausen  
Pifas Silva

#### Board Members Absent

Jay Pritchard  
Irene Pistella

#### Destination EP Staff

Bryan Crowe  
Carol McNeal  
Veronica Castro  
Brooke Underwood  
Lauren Falco

#### I. Call to Order

- The meeting was called to order at 4:10 p.m.

#### II. Approval of Minutes

- Motion to approve by Dick Behrenhausen.
- Seconded by Bill Ketcherside.

#### III. General Manager's Update: Bryan Crowe

##### • Regional VP Visit

- We hosted SMG Regional Vice President, Michael Krouse from October 6-8 and it went very well.
- Krouse was able to visit with most of our staff, as well as attend part of the FAM Tour we hosted the same week. He was very impressed with El Paso and the staff of Destination El Paso

##### • MLS in EP

- Currently, there is a campaign to bring MLS to El Paso and they have until early next year to decide whether it is right for our city.

##### • BIRTHDAY

- Tomorrow is Carol McNeal's Birthday!

#### IV. Department Updates

##### • Financials: Bryan Crowe

##### • Financial Narrative

- The numbers below represent the end of the fiscal 2014 year.
- Total revenue for the month of August 2014 was \$314,471 bringing total YTD revenue to \$4,632,166
- Total expenses for El Paso Live for the month of August 2014 were \$554,081 bringing YTD expenses to \$5,953,916.
- Total expenses for Visit El Paso for the month of August 2014 were \$168,091 bringing YTD expenses to \$2,594,909.
- YTD we are experiencing a negative variance of \$131,346.
- YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$64,779.
- We are pacing ahead of budget. All retained earnings makes us under budget for El Paso Live expenditures
- We take all city accounts under consideration when we adjust numbers at the end of the fiscal year
- Street Fest was not as successful as former years but we plan on changing some things around in order to increase revenue and ticket sales. Most of our events are low risk because they are rentals of our facilities, but of course we want them to be profitable.

- **Operations: Mauro Monsisvais**
  - Mauro was out of town, so there is no update.
- **Tourism Development: Veronica Castro**
- **Media From Chihuahua**
  - We had bloggers, print media and radio executives come in to town in order to attend our Familiarization Tour (FAM tour) the week of October 6<sup>th</sup>. They were able to shop, eat, and explore the beautiful El Paso area.
  - They were very impressed with the quality of life here and the new stores we will be installing at the Outlets and at Cielo Vista.
  - H&M supposed to open very soon in two locations, as well as William Sonoma, Pottery Barn, and West Elm in the near future.
- **Travel**
  - We've seen an increase of travel to the city and we think it's due in part to the several publications and the website so far.
  - The Visitor Centers have seen more activity
- **Advertising**
  - We were labeled as the "Boom Town of the Western Hemisphere" by one of our FAM tour writers. We plan on gathering feedback and testimonials to use for future advertising or promotions for the city.
- **"Discover El Paso"**
  - HPN Publishing has taken on a coffee table book of El Paso
  - We signed the contract in July and it takes a full year to create
  - We do not have to pay for the book and we direct the photographer and writer what to feature. Both the photographer and writer are from El Paso and the book will feature tourist attractions and businesses.
  - The book will be \$29.95 and is great for gifting!
- **USBC**
  - March 7-July17 of 2015
  - USBC is planning to work very closely with the El Paso community in order to pull off this large event. There will be a charity event and officials of USBC have been speaking to the Olo Gallery and Creative Kids to showcase the kids' art during the competition. USBC works with the Special Olympics right now, and might plan something with them for a fundraiser.
  - There will be several hotels taken over by USBC during these months. Several bowlers come in for the entire competition and will find housing throughout El Paso.
  - Suppliers are local and USBC's expenses are stimulating the EP community
  - We hope to have plenty of "Welcome USBC" advertising around EP and especially downtown.
  - USBC visited us recently and started meeting with Destination EP staff in order to set a timeline and to finalize events. Everything is going very well so far.
- **Convention Development: Brooke Underwood**
  - **FAM Tour Oct 6-8**
    - 15 people included in the Fall FAM Tour: 7 Travel Writers, 4 in convention development, and a mix of other potential outlets for great press.
    - City staff, community leaders and the Mayor were present during parts of the FAM and made a very good impression on the Tour.
    - Regional Borderplex hopes to bring international developers into the city for the next FAM Tour.
    - We will most likely have one every spring and fall from here, on.

- o Attendees were shown local sites (Chihuahua's Baseball Stadium), ate local fare, and saw Blue Man Group one night.

- **Facility Sales & Marketing-Carol McNeal**

- There was a 7% reduction in the year for attendance. This had to do with the events that were scheduled this year and last minute cancellations at some of our series shows. Traffic and construction also affected attendance at the Plaza Classic Film Festival.
- There will be a re-launch of Viva El Paso with UTEP and the El Paso Community Foundation's help. We are changing the show up a bit so it is better than ever.
- We had 24,154 patrons attend DJ Skrillex performance on October 6<sup>th</sup> at the Convention Center. It was a high risk event but there were few problems.
- Blue Man Group is close to selling out both nights and audiences are loving the show
- Heart is sold out as well
- Currently, we have the Jewel Box Series in the Philanthropy Theatre. Along with the Community Foundation, we have chosen an original play, Lacy, to play for multiple nights of October.
- FEMAP Gala got some great feedback and everyone seemed to have a great time!
- We had around 6,000 patrons attend the Monster Truck and Arenacross show at Cohen Stadium. The city will determine who will continue to run the Stadium soon.

- **September Event Highlights**

- o Movies in the Canyon – Attendance of 2,952 (1 rainout evening)
- o Alfresco! Fridays – Attendance of 1,322 (1 rainout evening)
- o FEMAP Gala – Attendance of 1,101
- o USCIS Citizenship Ceremony – Attendance of 1,890
- o Disney Pirates & Princesses – Attendance of 8,021
- o Bunbury – Attendance of 1,555
- o Peter Frampton – Attendance of 1,101

- **October Outlook**

- o Sun City Sci-Fi Expo – 10/4 & 5, Convention Center
- o El Paso Realtor Rally – 10/3, Convention Center
- o Skrillex – 10/6 – Convention Center
- o Blue Man Group – 10/7 & 8, Convention Center
- o Jewel Box Series – Lacy, 10/3-5 & 10-12, Convention Center
- o Show Technologies Home Show – 10/17-19, Convention Center
- o Esperanza Azteca Orchestra – 10/18, Abraham Chavez Theatre
- o Heart – 10/19, Abraham Chavez Theatre (SOLD OUT)
- o STARS Scholarship Fund Dinner – 10/22, Convention Center
- o UTEP Basketball Luncheon – 10/28, Convention Center
- o State of the County – 10/29, Convention Center

**V. Open Discussion**

**\*Adjourn 5:15 pm**

**\*The next meeting will be on Thursday, November 13, 2014 at 4 p.m.**