

## Minutes

### El Paso Convention and Visitors Bureau Advisory Board Meeting Thursday, November 10, 2011 4:00 p.m. El Paso Room

#### Board Members Present

Bernie Sargent  
Elvia Hernandez  
Joe Daubach  
Betsy Behrenhausen  
Laurie Paternoster  
Kay Mooy  
Joe Frandina, Emeritus

#### Board Members Absent

Getsemani Yanez  
Bernie Olivas  
Yolanda Torres  
Terry Guerra, Emeritus  
Marilyn Munden, Emeritus

#### CVB Staff

Bill Blaziek  
Carol McNeal  
Bryan Crowe  
Brooke Underwood  
Mauro Monsisvais  
Leesy McCorgary

### I. CALL TO ORDER

- The meeting was called to order at 4:06 p.m.

### II. General Manager's Update

- Earlier in the week the CVB hosted its regular marketing meeting and received a large diverse attendance. Present were various hoteliers and area attractions.
- Tourism staff is currently creating a "scavenger hunt" that will keep tourist engaged during the Sun Bowl weekend.
- The FY 11/12 Marketing campaign will include advertisements in various national glossy's and will satisfy the local request to see El Paso represented on a national level.
- The CVB is investing more heavily in the Mexican market and will be taking a multimedia approach in reaching this target market. The Spanish site VisitaElPaso.com, will be a portal to various online promotions, giveaways, etc.
- The Real Adventure campaign has proved to be very effective and has received positive feedback from the community. In an effort to continue with the promotion of El Paso's "Adventure" the CVB is actively assisting in the marketing of local outdoor endeavors such as the El Paso Marathon and the Puzzler Mountain bike race.

### III. Department Updates

#### A. Financials: Bryan Crowe

- Total revenue YTD for September is \$518,310. We are \$163,310 over anticipated YTD budget.
- Total operating expenses YTD for September are \$483,309. We are \$97,035 under budget.

#### B. Facility Sales & Marketing: Carol McNeal

- Currently working on restructuring the CPAC sales department. The team is aggressively pursuing accounts and taking a record number of inquiry calls.
- October proved to be a very active month with a variety of events held in CPAC venues.
- Paulinio Lopez, Event Coordinator attended crowd management training in Dallas. The training focused on how to effectively control and manage large crowds.
- Tickets currently on sale
  - Reyes Fundraiser
  - Young Frankenstein
  - Yo Gabba Gabba
  - Fiddler on the Roof
  - Dave Koz

- Moscow Ballet

**C. Operations and Food and Beverage: Mauro Monsisvais**

- YTD Revenue in Food & Beverage is \$362,078 compared to \$346,989 in 2010.
- Network upgrades are in process and include new PC's, upgrades to the wireless network, and access to video teleconference.
- The Plaza Theatre will soon be undergoing upgrades/improvements in anticipation of Wicked.
- Security Manager, Frank Hernandez was recently certified by the Public Safety Board and is now certified to license the staff of the CPAC security department. This Government Letter of Authority is a mandatory certification set forth by the State of Texas.

**D. Convention Development : Brooke Underwood**

- Convention Development staff is currently attending Rejuvenate 2011, a religious based convention in San Jose, CA. The El Paso CVB will be exhibiting with Team Texas and has secured over 30 face-to-face meetings.
- Staff will travel to Austin in December for the annual "Tamale Drop." Sales staff will meet with over 30 Texas associations during this time.
- The department has started planning a Familiarization Tour for February 2012. The Fam will host qualified accounts throughout the region and familiarize them with many of El Paso's assets. A special Wicked show will also be included.

**E. Tourism Development: Brooke Underwood**

- Tourism staff is busy inputting leads generated from the 2011 AARP convention and the 2011 Albuquerque Balloon Fiesta. Over 2,000 leads were generated and each email address will receive an electronic newsletter.
- Veronica Castro traveled to Washington DC in early October for the 2011 AUSA conference. The El Paso team also included the El Paso Chamber of Commerce and Fort Bliss. Conference attendance and booth visitation figures have yet to be received.

**IV. Open Discussion**

- Joe Daubach informed the group that there are 3 team possibilities for each side for this year's Sun Bowl game. The Sun Bowl parade has 26 floats, an all-time high, and has added two acrobatic air shows.
- Elvia Hernandez thanked CVB staff for the Amigo Mans appearance during the 2011 Papalleros event. The event generated \$12,000 in profits over the course of 12 hours.
- Joe Frandina explained that the Hotel Motel Association board elections will be held this month.

**V. ADJOURN**

- Meeting was adjourned at 5:01 PM.

**\*The next meeting will be on Thursday, December 8, 2011 at 4 p.m.**

