

Minutes

El Paso Convention and Visitors Bureau Advisory Board Meeting Thursday, November 11, 2010, 4:00 p.m. El Paso Room

Board Members Present

Joe Frandina
Bernie Sargent
Laurie Paternoster
Marilyn Munden, Emeritus
Betsy Behrenhausen
Kay Mooy
Bernie Olivas

Board Members Absent

Getsemani Yanez
Elvia Hernandez
Joe Daubach
Yolanda Torres

CVB Staff

Bill Blaziek
Carol McNeal
Verónica Castro
Bryan Crowe
Leesy McCorgary

I. CALL TO ORDER

- The meeting was called to order at 4:09 p.m.
- Bernie Olivas moved to accept minutes and Betsy seconded the approval.

II. General Manager's Update

- Bill Blaziek explained the departments update report and informed the group that they will be seeing a more standardized form of reporting.
- Bill Blaziek introduced our guest speaker, Kathy Dodson, Director of Planning & Economic Development

III. Department Updates

A. Financials: Bryan Crowe reviewed financials for September 2010

- September expenses reflect a negative \$207,000 due to capitol improvement projects. These authorized expenditures will address the central cooling tower.

B. Convention Sales Development : Brooke Underwood

- Convention sales staff is currently conducting sales calls in Austin with Texas associations.

C. Tourism Development: Veronica Castro

- The Tourism Departments is working with Chihuahua's primary newspaper, El Herald. Every month the CVB has committed to purchase an entire section that will highlight El Paso's events, attractions, accommodations, and other industry partners. The CVB will provide all text and images.

D. Facility Sales & Marketing: Carol McNeal

- The Upper Rio Grande Job Fair saw an attendance of over 10,000 compared to 5,600 last year. This year's event experienced a huge increase in employers as well. CVB/CPAC staff collected a number of quality applications.

E. Operations and Food and Beverage: Bryan Crowe

- Currently working on the Glory Road Transit Center. CPAC will run the terminal that is scheduled to open mid January. The terminal will temporarily house vehicles during the Sun Bowl game.
- Revenue in Food & Beverage for the month of October 2010 was \$186,985 compared to \$138,000 in October 2009.

IV. Open Discussion

- Bernie Olivas discussed the Western Refining Sunbowl Golf Invitational on Nov. 21-23. The US Amateur, NCAA and defending champions will all be present. This year's theme is "Young Guns." In addition, the parade is scheduled to have approximately 28 floats.
- Bernie Sargent explained that Concordia Cemetery has been awarded "Best Preserved Cemetery" two years in a row and the Dia De Los Muertos celebration saw over 400 in attendance.
- Bill Blaziek announced that the CVB's marketing meeting will be held on Nov. 18 at 8:30 am. In addition, the TX Monthly reception scheduled for Nov. 18 at 5:30 pm will highlight their Dec. issue which will include a special El Paso insert.

V. ADJOURN

- Meeting was adjourned at 5:09 PM.

***The next meeting will be on Thursday, December 9, 2010 at 4 p.m. in the El Paso Convention Center.**

Department Reports: October 2010

Financials

- Total Revenue generated for the month of Sept. 2010 was \$410,705. Revenue generated exceeded budget by \$55,705.
- Total Operating Expenses for the month of Sept. 2010 were \$712,597. Operating expenses were over budget by \$145,475.
- For the month of Sept. adjusted net income was \$142,822.
- Expenditures reflect special projects concerning the central plant.

Facility Sales & Marketing

- During the month of October 13,771 patrons attended events in all venues. 4,022 of these patrons attended events in the theatre venues and 9,749 attended events related to the Convention Center and McKelligon Pavillion. Total attendance in all venues for the month of October 2009 was 35,619. The decline in attendance is mainly attributed to the rescheduling of "Movies in the Canyon," from October in 2009 to September in 2010. We remain considerably ahead of the FY09-10 pace: YTD 2010 overall attendance is 58,753 vs. YTD 2009 overall attendance of 31,040, an increase of 89.28%.

October Event Highlights:

- Celebrity Chef Gala, attendance of 730
- Benise Concert, attendance of 1,140
- Texas Tech Luncheon and Fashion Show, attendance of 1,134
- Hispanic Chamber of Commerce Biz Tech, attendance of 409
- Greater Chamber of Commerce State of the Military Luncheon, attendance of 550
- EPSO, total attendance of 1,736
- Texas Association of Bilingual Educators Convention, attendance of 800/day

October New Bookings Highlights (62)

- Bullet for Vets Dinner-Feb. 2011 (first time event)
- Moscow Ballet Nutcracker-Dec. 2011
- Ysleta Independent School District Bilingual Awards – April 2011
- Las Palmas del Sol Limb Salvage Medical Conference – Sept. 2011
- Celtic Woman concert – Oct. 2011
- Champagne Festival – May 2011
- Region XIX Culture Caring Conference – June 2011
- Amanda Miguel and Diego Verdaguer concert – Dec. 4, 2010
- Mariachi Vargas – Feb. 2011
- Mardi Gras event – March 2011
- Laser Spectacular – Jan. 2011

November Highlights:

- Junior League Christmas Fair
- Upper Rio Grande Workforce Solutions Job Fair
- El Paso Symphony Orchestra
- U.S. Customs and Immigration Citizenship Ceremony
- Hispanic Chamber of Commerce Gala
- Amigo Airsho VIP Party
- Vikki Carr in concert
- Beauty and the Beast Broadway performance

Operations and Food and Beverage

- Revenue in Food & Beverage for the month of October 2010 was \$186,985 compared to \$138,000 in October 2009.
- Highlights for the month included the TABE convention, generating \$66,800 in Catering and Concession revenue.

Convention Sales Development

- October - 9 leads were generated for the month representing 1,775 in total attendance, 1,186 Room Nights and an approximate Economic Impact of \$1.1 million.
- Notable business includes:
 - Treasury Executive Office of Asset Forfeiture (Dec. 2010), total attendance 100 and 380 room nights
 - Texas Association of Vehicle Theft Investigators (Oct. 2012), total attendance 175 and 395 room nights
 - International Association of Assembly Managers (Mar. 2011), total attendance 120 and 140 room nights
 - State Bar of Texas (Sept. 2011), total attendance 100 and 165 room nights
- Conference USA
 - Conference USA has selected 5 properties as team hotels. They include Double Tree, Hilton Garden Inn, Radisson, Marriott, and Wyndham.
 - CVB staff recently hosted another site visit for the purpose of securing accommodations for the officials. They have selected the Holiday Inn Airport and will begin contracting immediately.
- Texas Association of Bilingual Education
 - The conference held here at the Convention Center hosted over 1,400 attendees, 120 exhibitors and had over 800 people for the teacher of the Year luncheon.
 - The Camino Real (host hotel) filled the groups block at 778 rooms and picked up an additional 224 total room nights at the Double Tree for a grand total of 1,002.
 - The Executive Director was very complimentary of our staff and has already begun talks of returning in 2014 or 2015 and adding El Paso to the 4 yr. rotation.
- Texas Downtown Association
 - El Paso is currently playing host to the Texas Downtown Association's 2010 Annual Downtown Revitalization Conference. Headquartered at the Camino Real, the 4 day conference will host 200 delegates and approximately 300 room nights.
 - Attendees will experience events in El Paso's historic and trendy Union Plaza District, as well as tours highlighting El Paso's downtown revitalization program.

Communications

- Total hits to the website have decreased by 33% from Oct. 2009 to Oct. 2010. This drop in total hits can be attributed to the heavy promotional campaign in Chihuahua and Travel 300 during Sept.-Oct. of 09 that drove visits to the website at that time. Year to year numbers have increased however by 2% over last year and will continue to build on that number with a month and a half left in 2010.
- Events in October received a lot of attention, which accounted for a 38% increase in media coverage. The combined total media coverage for the CVB/CPAC was 43 unique pieces of coverage, which included print, television, and online media.
- Most notably the "Wicked" event prompted another story in the El Paso times that quoted, "Wicked will definitely sell out when it comes to El Paso in 2012."
- Media coverage
 - State of the Military Address by Major General Dana Pittard
 - Front page coverage of the Texas Association of Bilingual Educators
 - The announcement of the USBC Women's Championship winning a national award.

Film Commission

- There were 36 inquiries for the month. Total year to date inquiries are 48.

- Inquiries included requests for area information, location, local crew, how to film on or at International locations, and when they would need a city permit.
- Inquiries were higher than usual due to our Film Commission participating in the Annual Film Texas Reception held in New York, Oct. 7-9.
- Recent Travel
 - Association of Film Commissioner's International Cineposium (AFCI). This was AFCI's 32nd Cineposium, attended by Film Commissioners and their staff from 44 countries.
 - Susie attended roughly 15 workshops focusing on new trends, technologies, and best practices.

Tourism Development

- In the month of October 2010 we received 1093 travel inquiries. The majority of inquiries were received from the See Texas First publication.
- In the month of October we assisted 1,767 tourists in the 3 Visitor Information Centers.
- The Tourism Department participated in the 2010 Amigo Airshow tradeshow. We visited with over 1,000 attendees and received positive feedback on our participation. Visitors to the booth received information on El Paso events and attractions.
- As part of the state initiative El Paso joined "Team Texas" at the 2010 International Albuquerque Balloon Fiesta. El Paso was one of 8 cities that participated. We received over 2,000 qualified leads from the event.
- CVB staff was invited to preview the new Mission Trail Experience Trolley tour. The trolley will begin service in the middle of November and will operate daily from the Mission Valley Transit terminal offering tours of the three missions and other area attractions. The tour is expected to take 4 hours and will cost \$65 per person.
- Association of United States Army
 - i. The El Paso CVB was invited to join the El Paso AUSA Chapter and the Chamber of Commerce in Washington D.C. for the 4 day AUSA Conference. The focus of the trip was to increase awareness to El Paso and Ft. Bliss to potential recruits.
 - ii. The El Paso tent was located at the renowned army 10 miler run where over 10,000 runners participated from all of the United States.
 - iii. El Paso hosted the Monday night VIP reception.
 - iv. The El Paso Police Department, Sheriff's Department and Fire Department all joined efforts in promoting El Paso as a safe city that is recognized for its commitment to the military.

Upcoming Events

- Las Artistas Art Show & Sale, Nov. 20-21
- Lighting of the Christmas Tree (Outlet Mall), Nov. 17
- Western Refining College All American Golf Classic, Nov. 21-23
- First Light Federal Credit Union Thanksgiving Day Parade, Nov. 25
- Cirque Du Soleil, Dec. 1-5
- Navidad De Las Luminarias, Dec. 3-5