

Minutes

Destination El Paso Advisory Board Meeting

Thursday November 12, 2015 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Israel Rivera
Mica Short
Dick Behrenhausen
Jay Pritchard
Danny Padilla

Board Members Absent

Bill Ketcherside
Ismael Legarreta

Destination EP Staff

Harry Cann (SMG)
Carol McNeal
Bryan Crowe
Veronica Castro
Lauren Falco
Ryan Lympus

I. Call to Order

- The meeting was called to order at 3:04 p.m.

II. Approval of Minutes

- Moved to Approve Minutes:
 - 1st – Jay
 - 2nd – Dick

III. General Manager's Update: Bryan Crowe

- **An Introduction with Assistant General Manager – Ryan Lympus**
 - Prior to joining team, Ryan worked as the Touring Manager for the production of Wicked the Musical
- **An Introduction with SMG Regional Vice President – Harry Cann**
 - In town to help with pre-bid information for Quality of Life Bond projects.
- **An Introduction with Destination El Paso Executive Chef – Carlos Solis**
- **ETourism Summit, San Francisco**
 - Spoke on Official Visit El Paso app, FaceTime feature on app
 - Well received by audience
 - Looking to increase digital outreach in near future through different methods

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
 - Total revenue for the month of September 2015 was \$393,865 bringing Total YTD revenue budget to \$393,865
 - Total expenses for El Paso Live for the month of September 2015 were \$360,786 bringing YTD expenses to \$360,786
 - Total expenses for Visit El Paso for the month of September 2015 were \$165,650 bringing YTD expenses to \$165,650
 - YTD we are experiencing a positive variance of \$72,821
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$199,273
 - YTD amount not shown due to being the first month of the fiscal year
- **Operations: Mauro Monsisvais**
 - *No report*

- **Tourism Development: Veronica Castro**
 - **Destination El Paso Website Features**
 - Texas Monthly: Piece on Rocketbuster Boots featured in issue
 - Examiner.com: Piece on dental tourism which estimated about \$105,000 in free advertisement
 - Social Media Travel Writer: has written 3 articles estimated about \$9,500 in free advertisement; has 2 more coming out
 - 2015 Franklin Mountain Trail Run will be bringing in people from all over the world next year for a 5k, 10k, 13.1 Half, and 50k marathon
 - Travel writer will be coming in to this year's Trail Run to write about El Paso
 - **Convention Development: Brooke Underwood**
 - **Returns from Maternity Leave on November 16, 2015**
 - **Notable Leads for July:**
 - Combat Veterans Motorcycle Association: About 3,000 total people coming in; June 2018; 4-5 days; Significant impact
 - **Facility Sales & Marketing-Carol McNeal**
 - Taste of El Paso
 - Book of Mormon: Press received show very well
 - Christmas Fair: Booth set up to sell tickets and promote Broadway in El Paso, with emphasis on Book of Mormon and Rudolph the Red Nosed Reindeer

V. Open Discussion

***Adjourn 4:35 pm**

***The next meeting will be on Thursday, December 10th, 2015 at 4:00 PM at the Destination El Paso Board Room**