

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday November 13, 2014 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Mica Short  
Jay Pritchard  
Danny Padilla  
Pifas Silva

#### Board Members Absent

Dick Behrenhausen  
Irene Pistella  
Bill Ketcherside

#### Destination EP Staff

Bryan Crowe  
Carol McNeal  
Veronica Castro  
Brooke Underwood  
Lauren Falco

#### I. Call to Order

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

#### II. Approval of Minutes

- Motion to approve by Danny Padilla.
- Seconded by Pifas Silva.

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

##### • Destination EP Marketing Plan

- Shows how we are moving forward in our marketing
- We will be utilizing digital and will be engaged heavily online
- We are developing a new campaign with more edge; a part 2 to "Real Adventure"; targeting millennials, Generations X and Y
- We will have a complete rollout of ads for Advisory Board to view by February
- 12 month commitment to plan
- We left some wiggle room in the budget
- The advantage for using digital and online marketing is that there are metrics already in place to determine interaction and engagement with the consumer.
- Our key focus points for the campaign are:
  - Outdoor/Shopping
  - Heritage
  - Entertainment
- We plan on incorporating a premiere mobile app that allows for better engagement and is easy customizable (Walking Tours, Turn by Turn Tours)

##### • Strategic Planning for City

- On Nov. 20, the City of EP will meet to have a strategic planning session and to discuss economic development for the city.

##### • Visitor Center Interactive Kiosk

- Allows visitors to locate on a digital map where they are from, will give them information about our region, will be connected to social media in order to share "digital postcards"
- Automated surveys will receive info about a traveler's visit and give suggestions about where to eat in town, what events are happening, etc.

#### IV. Department Updates

##### • Financials: Bryan Crowe

- Financial Narrative
  - The numbers below represent the beginning of the 2015 fiscal year.

- Total revenue for the month of September 2014 was \$372,270 bringing Total YTD revenue under budget by \$372,270
- Total expenses for El Paso Live for the month of September 2014 were \$357,913 bringing YTD expenses to \$357,913.
- Total expenses for Visit El Paso for the month of September 2014 were \$156,572 bringing YTD expenses to \$156,572.
- YTD we are experiencing a positive variance of \$63,193.
- YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$171,070
- We are pacing ahead of budget. All retained earnings makes us under budget for El Paso Live expenditures
- We made money during the month of October, which is not typical. We made close to \$12,000 including events for the month.
- **Operations: Mauro Monsisvais**
  - Mauro was out of town, so there is no update.
- **Tourism Development: Veronica Castro**
- **USBC**
  - March 7-July17 of 2015
  - We received \$45,000 in free media during the USBC Rally on October 20<sup>th</sup>
  - Crysti Couture, Social Media Coordinator for Destination El Paso, made a 6 minute video with fun facts, information about the tournament, and the history of USBC in El Paso
  - There will be 128 days of competition
- **Visitor's Services Manager**
  - Chelsie Melendez decided to step down from her position as VIC Manager and we have hired Yvonne Moreno, who has significant ties to Visitor's Services in Texas.
- **Social Media Summit**
  - Our social media coordinator, Crysti Couture, will be attending a Summit in Nashville next week for Social Media and Digital Marketing. She hopes to meet with several well-known Social Media/Destination Marketing businesses.
- **International Photo Walk**
  - The Mexican Consulate will be hosting artwork presented during this year's International Photo Walk for 1 month at their headquarters downtown.
  - We can use all photos for promotion of the city
  - 1300 cities worldwide participated
- **Convention Development: Brooke Underwood**
  - **USBC**
    - On October 20<sup>th</sup>, we had a USBC Rally in order to present the upcoming event to the city. There were 75 individuals in attendance
    - Greg Moore, Senior Director of USBC, was in town for the Rally
    - Mayor also spoke about the tournament at the Rally and showed excitement to have these bowlers in our city.
    - Upcoming USBC Events:
      - January 7<sup>th</sup>, Media Event for USBC
      - February 19<sup>th</sup>, EPHMA Conference
      - February 25<sup>th</sup>, Media Event
      - March 7<sup>th</sup>, Opening Ceremony; 200 bowlers in attendance
  - **Department Update**
    - Chelsea Burgess and Catherine Stevens will be attending two conferences for Convention Development in the upcoming weeks.
    - 3 leads were generated in the month of October
      - Delta Sigma Theta Sorority

- League of United Latin American Citizens
  - Association of United States Army Region 4 Meeting
- **Facility Sales & Marketing-Carol McNeal**
  - We are pacing slightly ahead of last year's attendance with an overall FY2015 attendance of 54,706 vs. FY2014 attendance of 53,248, a 2.74% increase.
  - We had 60 events in all venues over the month of October with good attendance to almost all events
  - We had a Christmas Fair Pre-Sale for 2015 Wicked performances and got an outstanding response from the crowd; One day is fully sold out.
  - We will be creating packages with the hotels of El Paso and cities around us in order to promote Wicked
  - Beauty and the Beast is sold out
  - Chicago is selling quickly
  - Travis Tritt, country singer, will be performing on December 11<sup>th</sup>, 2014
  - Englebert Humperdinck will be performing February 12<sup>th</sup>, 2015
  - Jack Hanna will host with his animals on February 21<sup>st</sup>, 2015
- October Event Highlights
  - Skrillex (DJ) – Attendance of 3,125
  - Show Technologies Home Show – Attendance of 3,425
  - UTEP Basketball Luncheon – Attendance of 679
  - State of the County – Attendance of 471
  - Stars Scholarship Dinner w/Magic Johnson – Attendance of 557
  - El Paso Business Expo w/ Daymond Johns – Attendance of 450,
  - Texas Tech University Faculty Dinner – Attendance of 232
  - Blue Man Group (2 shows) – Attendance of 3,622
  - Heart – Attendance of 2,219, Sold out
- November Outlook
  - Flashdance the Musical (2 shows) – Plaza Theatre – November 1
  - David Sedaris – Plaza Theatre – November 7
  - Verdi's Requiem – Plaza Theatre – November 8
  - Christmas Fair (3 days) – Convention Center – November 7-9
  - Taste of El Paso – Convention Center – November 12
  - MCA Biomedical Conference – Convention Center – November 14 & 15
  - Big Brothers Big Sisters Gala – Plaza Theatre – November 15
  - Chris Tucker – Abraham Chavez Theatre – November 15
  - Deepak Chopra – Abraham Chavez Theatre – November 19
  - Greater EP Chamber of Commerce Gala – Convention Center – November 21
  - Feria de la Familia – Convention Center - November 23
  - Thanksgiving Luncheon – Convention Center – November 27
  - Life in Color – Convention Center – November 29

## V. Open Discussion

**\*Adjourn 5:18 pm**

**\*The next meeting will be on Thursday, December 18th, 2014 at 5:30 PM-7:30 PM for our Advisory Board Holiday Meeting @ the Plaza Theatre**