

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, November 14, 2019 1:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Katherine Brennand  
Ismael Legarreta  
Katie Scott  
Elvira Galindo  
Gracie Viramontes  
Patrice Hills

#### Board Members Absent

Kerry Doyle  
Rose Lucero  
Bernie Olivas

#### Destination EP Staff

Bryan Crowe  
Brooke Underwood  
Trudy Sweeten  
Pavlova Sheffield

#### I. Call to Order

- The meeting was called to order at 1:09 p.m.

#### II. Approval of Minutes

- Motion to approve the minutes by Elvira Galindo
- Seconded by Katherine Brennand

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

- Today's meeting will be brief since we attended State of the City.
- We operate the McKelligon Canyon Pavilion and based on the results from a routine field inspection, it was determined that the building will no longer be available to the public. The EP Live team has been working with clients to relocate some events.
- Katherine Brennand asked if the McKelligon Canyon Amphitheatre will be closing as well. Bryan answered that the Amphitheatre will remain open.
- We would like to welcome our new member of the Advisory Board; her name is Patrice Hills. Patrice was appointed by Representative Claudia Ordaz-Perez, representing District 6. She currently works at UTEP – College of Business Administration as an Accounting and Information Systems Manager.

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Total revenue for the month of September 2019 was \$584,971 bringing total YTD revenue to \$584,971.
- Total expenses for El Paso Live for the month of September 2019 were \$587,022 bringing YTD expenses to \$587,022.
- Total expenses for Visit El Paso for the month of September 2019 were \$427,686 bringing YTD expenses to \$427,686.
- YTD we are experiencing a positive variance of \$61,355.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$92,106.

#### V. Tourism Development: Brooke Underwood on behalf of Veronica Castro

- Thank you for attending our Society of American Travel Writers' events. For this conference we had an attendance of 802 over 4 days. We expect to have earned media for the next 4-5 years.
- We will have the opening of the Chihuahua Concierge November 20 & 21. During these days we will have meetings with dignitaries and a reception with travel agencies and tour operators.
- Bryan Crowe mentioned we've been receiving around 700 interactions a month in the Concierge and that we have started advertisement in TV and radio.
- Richard Behrenhausen suggested to bring staff from the Chihuahua Concierge to share their experience.

**VI. Convention Development: Brooke Underwood**

- Bryan Crowe and our Sales Representative in Austin, Raymond Valles, attended Connect Texas Tradeshow in Grapevine, TX October 2-4, 2019. We had 27 one-on-one appointments with meeting planners and decision makers. El Paso was promoted to this year's attendees as the host city for 2020.
- Our Sales Representative in Austin, TX targeted the Texas Restaurant Association and we received an RFP for 2020. This would represent 5,000 in attendance and 2,000 room nights.
- Our Sports Sales Manager, Josele Diaz, is in Anaheim, CA attending the TEAMS Annual Symposium. He has 27 appointments.
- Gracie Viramontes asked about the Best Friends Animal Society National Conference. Brooke said she would provide the information to her.

**VII. Venue and Event Management: Trudy Sweeten**

- Celebration of Lights and Grand Opening of the ice rink will take place on Saturday, November 23.
  - 12:00 pm Ice Rink opens
  - 5:30 Lighting Ceremony and Parade.
- WinterFest press conference and VIP Preview Party will be Thursday, November 21 at 4:00 pm.
- Ismael Legarreta asked whether there will be changes to Fan Fiesta and about promotion efforts. Bryan answered it will be very similar to last year's event. We reached out to 15,000 people promoting WinterFest and Fan Fiesta during the Christmas Fair. We also have a digital campaign running for Fan Fiesta.

**\*Adjourn 1:54 pm**

**\*The next meeting will be on Thursday, December 12, 2019 at 4:00 PM at the Destination El Paso Board Room**