

Minutes

El Paso Convention and Visitors Bureau/El Paso Convention & Performing Arts Center

Advisory Board Meeting

Thursday, November 8, 2007, 4:00 P.M.

Oasis Lounge in the Plaza Theatre

Board Members Present

Marilyn Munden
Adeline Rogers
Lidia Flynn
Fred Jackson
Jane Ratchiff
Cindy Foght
Terry Guerra
Joe Frandina
Pat Valdez-Rios

Board Members Absent

CVB Staff

Bill Blaziek
Veronica Castro
Bryan Crowe
Pifas Silva
Pat Genera
Valerie A. Garcia
Susie Gaines
Pifas Silva
Ashley Tantimonaco

I. CALL TO ORDER

- The meeting was called to order at 4:07 P.M.

II. REVIEW OF MINUTES

- Minutes were filed as presented.

III. UPDATES

A. Financials: Pat Genera reviewed financials for September/October

- Revenues and expenses are on course with budget.

B. Convention and Tourism Development: Veronica Castro

- 5 leads were generated with a total of 1545 room nights, representing an economic impact of \$1, 093,374.00.
- 2 leads were turned definite with a total of 1,025 room nights, 810 delegates representing an economic impact of \$655,385.00
- Conference USA Soccer Tournament attendees stayed with the Radisson Hotel November 7-11, 2007 for a total of 330 room nights.
- Texas Federation of Republican Women State Conference stayed at the Camino Real, Holiday Inn Express and Hilton Garden Inn for a total of 735 room nights.
- The Texas Reading Association stayed at the Marriott and the Wyndham Hotels for a total of 350 room nights.
- Peggy Smith, Meeting Planner for the American Chemical Society was in town conducting a site visit for a 3 day conference in October 2009.
- Pat Garrett will be in Austin attending the Society of Government Meeting Planners Meeting and will be conducting sales calls November 8-9, 2007.
- Pat Garrett is working on a local sales blitz with the Hispanic Chamber of Commerce that will take place the last week of November.
- Catherine Countiss and the El Paso Sports Commission attended Travel Events and Management in Sports conference in Louisville and returned with 7 Requests for Proposals.
- Catherine Countiss will be leaving for Houston on November 12-14, 2007 to participate in Rejuvenate, a religious conference.
- In the month of October, 2068 visitors were assisted at the Visitor Information Center and 3863 inquiries were fulfilled.

- El Paso participated with the Texas Association of Convention and Visitors Bureau booth during the International Albuquerque Balloon Fiesta. Over 100,000 spectators visited the event booth and got information regarding El Paso.
- In servicing Amanda assisted 6 groups for a total of 845 delegates.

C. Performing Arts Venues: Ashley Tantimonaco

- Attendance in both Theatres totaled 10,718 in October (The Plaza Theatre with 7,463, and the Chavez Theatre with 3,255).
- There were a total of 10 performance (7 at the Plaza and 3 at the Abraham Chavez Theatre) bringing the year to date total to 17 performances.
- Tickets for the Broadway musical Evita will go on sale November 8, 2007.
- Tom Jones will perform at The Plaza Theatre on February 12, 2008. Presale for these tickets will be December 1, 2007.

D. Operations and Food and Beverage: Bryan Crowe

- 30 events were booked for September including the Christmas Fair, Spooktacular, The Greater Chamber Gala, and The Sergeant Major Academy.
- Hunt Corporation held their 60th Anniversary at the Arts festival Plaza and utilized the Sky Garden plus the Oasis Lounge, about 500 attendees were present.
- The Roof Top Sky Garden, Oasis Lounge and the Philanthropy Theatre are becoming hot spots for private bookings at least once a week.
- Resumes are still being accepted for the Executive Chef position.
- The Oasis lounge opens their doors 90 minutes prior to events and serves cocktails and complimentary hors d'oeuvres.
- McKelligan Canyon will under go a 5 month rehab to repair the damage caused by the 2006 Storms.
- The Catholic Diocese Foundation, a new client held a successful event; they are looking forward to working with the Convention Center again next year.

E. Communications: Pifas Silva

- The website has shown a 67% increase in the month of October 2007 over the previous year. The total number of people visiting the site was 69,474.
- Free media generated for the month of October totaled \$27,547.52 a 24.5% increase over the previous month.
- El Paso has received free media exposure in some of the following publications:
 - Canadian Magazine
 - Texas Monthly
 - Texas High
 - Hispanic
- This month marks the one year anniversary with El Paso Magazine and the strong partnership continues to thrive.

F. Film Commission: Susie Gaines

- Filmed and wrapped documentary, Undocumented.
- 24 room nights were generated.
- The Sundance Film show "Big Ideas for a Small Planet" filmed footage of El Paso for one of their episodes

IV. GENERAL MANAGERS UPDATE

- Bill Blaziek spoke about the exciting event Holly Claus and The Dream Tree that will be in the Plaza Theatre on Sunday December 2, 2007 at 7 p.m. The play/book reading will be performed by Holly Claus author Brittany Ryan and 3 Broadway

actors. Following the performance Brittany Ryan will hold a lighting of the 30 ft. "Dream Tree" in the Arts Festival Plaza.

V. OPEN DISCUSSION

- Pat Valdez-Rios informed everyone that the Amigo man will be at the El Paso International Airport on Wednesday November 21, 2007 from 4-7pm to welcome the heavy holiday visitor traffic.

VI. ADJOURN

- Meeting was adjourned at 5:04 PM.

The next meeting will be on December 13, 2007 at 4 pm