

Minutes

Destination El Paso Advisory Board Meeting

Thursday, November 9, 2017 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Kerry Doyle
Martin Bartlett
Georgina Williams
Ismael Legarreta
Ismael Legarreta
Elvira Galindo

Board Members Absent

Rose Lucero
Bernie Olivas
Krista Snow
Marianne Rosas

Destination EP Staff

Bryan Crowe
Brooke Underwood
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:09 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Georgina Williams.
- Seconded by Elvira Galindo.

III. General Manager's Update: Bryan Crowe

- Winterfest will open in 2 weeks and will run until Jan. 1, 2018.
- Georgina asked for an update regarding Great Wolf Lodge and Bryan responded that City's Economic Development office has been in contact with Great Wolf Lodge.
- Ismael asked for an update regarding staffing, Bryan responded that we are still looking at filling some positions and hopefully we will be fully staffed by early next year.

IV. Department Updates

• Financials: Bryan Crowe

- Financial Narrative for September 2017.
 - Total revenue for the month of September 2017 was \$459,938 bringing Total YTD revenue is \$459,938.
 - Total expenses for El Paso Live for the month of September 2017 were \$515,576 bringing YTD expenses to \$515,576.
 - Total expenses for Visit El Paso for the month of September 2017 were \$221,893 bringing YTD expenses to \$221,893.
 - YTD we are experiencing a positive variance of \$32,240.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net loss of \$100,242.

- Ismael asked what events occur at McKelligon Canyon during the winter months. Bryan responded that the amphitheatre sits quiet during winter, but the pavilion is active with events such as weddings and Holiday parties.

• Tourism Development: Veronica Castro

- Maegan Hruby participated with the State of Texas in a booth at the Albuquerque Balloon Fiesta. She collected over 1,000 names and email addresses to send them information about El Paso and they will receive a newsletter once a month.
- Maegan Hruby just returned from participating in a TTIA New York City media sales mission. Visit El Paso was a sponsor and we have received calls inquiring about El Paso and wanting setting up site visits.

- Martin asked what other cities participated in the media sales mission and Veronica responded that the other participants were Houston, Port Aransas, Corpus Christi, San Antonio, Denton and Galveston.
- Veronica reported that she was in Torreon a couple of weeks ago and participated in an event that hosted 500 women. Veronica is going to work with tour operators to create packages to include hotel, shopping and a discount on TAR airlines.
- Two articles came out from travel writers who visited El Paso. Cynthia Calvert was part of the FAM tour in May and wrote an article for the Tribune and Pam LeBlanc was here for the Plaza Classic Film Festival and wrote an article for the American Statesman.
- Martin asked if Allegiant Air still has service from El Paso to the Bay area, Bryan responded that he thinks service to the Bay area may be seasonal and will return in the spring.
- **Convention Development: Brooke Underwood**
- We had 5 leads in the month of October; representing 2,200 in total attendance and 3,409 total room nights.
- Perry Currier is currently at Connect Texas with a sales manager from the Doubletree and they have 26 pre-qualified appointments.
- Jor Arcila will join Perry for a one-day sales call trip in Austin with 6 sales calls and will host a client meet and greet for the TX Rural Water Association to include the Foundation Development Director, Professional/Training Director and Associate Director.
- Perry hosted Doug McDonald, incoming Executive Director from American Planning Association and conducted a mini tour of downtown El Paso and the Convention Center. Because of this mini tour El Paso has been short listed, and the official site visit will be conducted on Nov. 18.
- Cathy and Rhema welcomed 2 representatives from the For Inspiration and Recognition of Science and Technology for a site visit. The association will be bringing their Regional Robotics competition to El Paso in March 2018; utilizing the entire Convention Center and participating hotels. This is the first time it will be held in El Paso and there is a potential for it to become an annual event; attendance is 800, peak is 300, TRN is 700 and EI is \$511,520.
- Jor returned from attending the USA Softball Annual Meeting in Greenville, SC and visited with 5 entities regarding future tournament activity. Jor had the privilege to meet with the TX Regional Commissioner, Rodney Cobb who is the President-Elect for USA Softball. Visit El Paso can attract over 90 tournaments to El Paso in future years.
- **Venue and Event Management: Bryan Crowe**
- We have a busy two months ahead of us with Winterfest and other events.
 - Motown the Musical will have 3 shows, Fri., Nov. 10 and Sat., Nov. 11.
 - Lindsey Sterling, Nov. 29
 - A Gentleman's Guide to Love and Murder which won a Tony Award, Dec. 5-6
- Group Sales are currently on sale for Lion King. Tickets for the public will go on sale Dec. 4.

***Adjourn 5:06 pm**

***The next meeting will be on Thursday, December 14 at 4:00 PM at the Destination El Paso Board Room**