

Minutes

Destination El Paso Advisory Board Meeting

Thursday December 10, 2015 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Israel Rivera
Mica Short
Dick Behrenhausen
Ismael Legarreta
Danny Padilla

Board Members Absent

Bill Ketcherside
Jay Pritchard

Destination EP Staff

Ryan Lympus
Carol McNeal
Bryan Crowe
Veronica Castro
Lauren Falco

1. Call to Order

- The meeting was called to order at 4:12 p.m.

2. Approval of Minutes

- Moved to Approve Minutes:

1st – Dick

2nd – Danny

3. General Manager's Update: Bryan Crowe

- An Introduction with New Board Member for District 7 – Ismael Legarreta

4. Department Updates

- Financials: Bryan Crowe

- Financial Narrative:

- Total revenue for the month of October 2015 was \$563,478 bringing Total YTD revenue budget to \$957,495
- Total expenses for El Paso Live for the month of October 2015 were \$622,388 bringing YTD expenses to \$983,276
- Total expenses for Visit El Paso for the month of October 2015 were \$250,874 bringing YTD expenses to \$416,526
- YTD we are experiencing a positive variance of \$164,579
- YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$221,381

- Operations: Mauro Monsivais: *No report*

- Tourism Development: Veronica Castro

- Pope's Visit to Juarez, Mexico

- Estimated 5,000 individuals will be in attendance for the Papal visit to the border city
- Visit will be handled by the Juarez Diocese & official schedule is out to the public as of Dec. 12.
- The Pope will be visiting a Juarez rehab facility & prison, a public park to visit with Juarez business leaders, to a seminary for lunch, and finally to a large public mass.

- Expecting 1.5 Million individuals to attend throughout the day
 - Priests from the region will be attending & meeting with the Pope for lunch
 - Juarez airport will be closed to all incoming/outgoing travel
- **Travel Writer**
 - 2 more articles were written focusing on El Paso making 7 articles total and over \$30,000 in free national media
- **International Award**
 - Visit El Paso was entered and made the short list for an International Destination Marketing Award. Unfortunately, we did not win, but we were recognized at an international level for our “EP It’s All Good” Campaign.
- **Amigo Man**
 - Amigo Man made appearances at the Celebration of Lights & the Sun Bowl Thanksgiving Parade alongside Rudolph the Red Nosed Reindeer
- **Convention Development: Brooke Underwood**
 - **Brooke Underwood is BACK!**
 - **Tamale Drop in Austin, TX**
 - Delivered Tamales, about 50 dozen from La Tapatia, for the Annual Austin Tamale Drop. This event helps keep El Paso in the forefront of organizations/associations minds when choosing their next convention destination.
 - **Texas Society of Association Executives Annual Celebration Luncheon**
 - Visit El Paso attended TSAE Luncheon as a table sponsor and has 8 confirmed meeting planners as our guests in order to gain more insight on how we can work together and confirm business. This year, our theme for the table is “A Christmas Story” and is the only table that has a theme
 - **Bid on Texas Democratic Convention**
 - After many months of fighting for the bid for the TX Democratic Convention, El Paso made the shortlist but in the end, lost to Fort Worth, TX. Bryan Crowe (GM) and Rick Madrigal (Sales) had a wonderful presentation and the general assembly was very impressed. We look to bid in the future.
 - **Annual Report**
 - Report will be completed and distributed next meeting

- **Facility Sales & Marketing-Carol McNeal**

- **Highlights**

- Christmas Fair
 - Book of Mormon: Great reception, crowds loosened up throughout the week; about 60,000 in attendance
 - Veteran's Appreciation Lunch
 - Taste of El Paso
 - Greater El Paso Chamber of Commerce Gala
 - Chubby Checker & Sonny Osuna
 - Feria de la Familia
 - City of El Paso Staff Thanksgiving Luncheons
 - City of El Paso Thanksgiving Day Luncheon
 - Rudolph the Red Nosed Reindeer: Wonderful promotion done for the Broadway play.
 - El Paso Downtown Artist and Farmers Market Holiday Market: 76 booths, live music, art, food. Extended hours for this market so it ran most of the day.
 - Ragtime the Musical: Ezekiel, recently in the news for his adoption into the Hawk family, has been chosen to perform a walk on role in Ragtime.

- **Christmas Gifts for Promoters**

- El Paso Live will be sending all large promoters and some small companies their official El Paso Live gift baskets, which includes locally curated items from SoElPaso.

5. Open Discussion

- **Oasis Renovation:**

- Asian-Fusion restaurant will be replacing Oasis Bistro & Destination El Paso has teamed up with restaurant connoisseur to ensure that we serve quality food 6-7 days a week. Open date will be beginning of 2016.

***Adjourn 5:04 pm**

***The next meeting will be on Thursday, January 21st, 2015 at 4:00 PM at the Destination El Paso Board Room**