

Minutes

Destination El Paso Advisory Board Meeting

Thursday, December 12, 2019 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Katherine Brennand
Ismael Legarreta
Bernie Olivas
Elvira Galindo
Gracie Viramontes
Katie Scott
Kerry Doyle
Patrice Hills

Board Members Absent

Rose Lucero

Destination EP Staff

Bryan Crowe
Brooke Underwood
Trudy Sweeten
Pavlova Sheffield

I. Call to Order

- The meeting was called to order at 4:08 pm

II. Approval of Minutes

- Motion to approve the minutes by Katherine Brennand
- Seconded by Bernie Olivas

III. General Manager's Update: Bryan Crowe

- WinterFest briefing
- In December we have an active lineup, there is a lot of activity in our theaters and in the Convention Center.
- Candidate for our Director of Convention Development position currently in market for interviews

IV. Department Updates

- **Financials: Bryan Crowe**
- Total revenue for the month of October 2019 was \$625,888 bringing total YTD revenue to \$1,210,856.
- Total expenses for El Paso Live for the month of October 2019 were \$730,860 bringing YTD expenses to \$1,317,890.
- Total expenses for Visit El Paso for the month of October 2019 were \$309,473 bringing YTD expenses to \$737,163
- YTD we are experiencing a positive variance of \$66,943.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$199,490.
- Ismael Legarreta asked if we foresee non-budgeted major expenditures. Bryan answered that some of the major expenditures that we have are related to capital projects and they are budgeted. We will also be making investment in production for advertising the new hotel inventory.

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

- We are doing good with our Editorial Value goal. In November, we sold around \$200,000 in editorial value. We are featured in the Aeromexico magazine for December with a 4-page story and in the AAA Texas Journey magazine with an article about the streetcar.
- In November 20 & 21 we hosted the ribbon cutting of the Chihuahua Visitors Center. We had a reception for travel agencies (12 15 agencies), a press conference (8 media agencies), the ribbon cutting (25 attendees including media and guests) and lunch with governmental authorities.
- We have booked 27 hotel rooms from our Visitors Kiosk in Chihuahua.
- We will be running a promotion to sell tickets for Charlie and The Chocolate Factory.
- Gracie Viramontes asked about the stores in the shopping mall. Veronica answered that they now understand that our purpose is to showcase our attractions and events.

- Bryan Crowe mentioned we've been receiving around 700 visitors a month in the Concierge and that we are working towards having more partnerships in terms of the promoting of attractions and events in order to increase the length of stay of our visitors.

VI. Convention Development: Brooke Underwood

- We traveled to Waco, Texas to the American Planning Association TX Chapter Annual Planning Conference for the purpose of building excitement and boosting attendance for the 2020 American Planning Association meeting being held in El Paso. We saw over 800 people come by the booth and handed out information on things to do, how to download our App and gave out small promotional items.
- Our Sports Sales Manager traveled to Anaheim for the TEAMS Annual Symposium. The booth was a co-op with Visit Las Cruces. The team had 30 appointments with events rights holders and decision makers. Follow-up was completed by the end of November.
- We just concluded our Annual Tamale Drop where over 800 tamales were delivered to more than 40 state association offices in Austin.

VII. Venue and Event Management: Trudy Sweeten

- WinterFest will continue until January 5, 2020. We had a great turnout for our Press Conference on November 21.
- Fan Fiesta is coming up on December 30. It will feature a marching band parade through downtown, live entertainment, a battle of the marching bands competition, rides, inflatables and a mercado.
- Bernie Olivas gave more detailed information on Fan Fiesta.

***Adjourn 5:06 pm**

***The next meeting will be on Thursday, January 16 2020 at 4:00 PM at the Destination El Paso Board Room**