

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, Dec. 13, 2018 4:00 p.m.

### Destination El Paso Boardroom

#### Board Members Present

Bernie Olivas  
Ismael Legarreta  
Katherine Brennand  
Katie Scott  
Elvira Galindo

#### Board Members Absent

Rose Lucero  
Marianne Ayub  
Kerry Doyle  
Krista Snow

#### Destination EP Staff

Trudy Sweeten  
Brooke Underwood  
Veronica Castro  
Amanda Fernandez

#### I. Call to Order

- The meeting was called to order at 4:07 p.m.

#### II. Approval of Minutes

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

#### III. General Manager's Update: by Trudy Sweeten on behalf of Bryan Crowe

- Bryan is not with us today, he is in New Orleans at a SMG meeting.
- Brooke has been promoted to Assistant General Manager for Visit El Paso.
- We are at the halfway point for Winterfest and we are already seeing higher attendance numbers than last year.

#### IV. Department Updates

- **Financials: by Brooke Underwood on behalf of Bryan Crowe**
- Financial Narrative for October 2018.
- Total revenue for the month of October 2018 was \$622,494 bringing total YTD revenue to \$1,047,113.
- Total expenses for El Paso Live for the month of October 2018 were \$734,290 bringing YTD expenses to \$1,348,057.
- Total expenses for Visit El Paso for the month of October 2018 were \$326,240 bringing YTD expenses to \$671,117.
- YTD we are experiencing a negative variance of \$22,300.
- YTD after the influx of City of El Paso funding there is an Adjusted Net loss of \$37,519.
- **Tourism Development: Veronica Castro**
- Maegan Hruby attended the USTOA (United States Tour Operators Association) Annual Conference and Marketplace in Phoenix. Maegan met with 22 tour operators in one-on-one meetings to educate them on the destination as well as attend key note sessions and expert panel discussions.
- Nora Ochoa traveled to Monterey, CA to attend the Destinations International Visitor Services Summit, designed to further educate those vested in planning, development and management of visitor experiences.
- We are currently running an advertising campaign that features 7 Things To Do during Sun Bowl.
- We have seen an increase of visitors from Chihuahua in the downtown area due to Winterfest and the various activities occurring downtown.
- A travel writer that was here in October for our Food FAM has already published a two-page story on El Paso.
- We hosted 2 travel writers from Dallas to visit El Paso and the Big Bend area and they have published 3 online articles.
- Dick Behrenhausen asked which Visitor Information Center is the busiest. Veronica answered that we have two VIC's, one at the airport and one inside the Union Plaza

Transit Terminal. The airport sees the most visitors, but our downtown location also sees a lot of visitors.

- **Convention Development: Brooke Underwood**
- Rah Shakir attended Connect Texas in Lubbock. Visit El Paso was the Opening Session Sponsor with a 5-minute speaking opportunity and we provided collateral pieces to the attendees. Rah had 22 one-on-one appointments and came away with 10 active leads and two RFP's. DoubleTree from El Paso also sent a sales manager who attended the appointments with Rah.
- Brooke Underwood attended the Texas Society of Architects Annual Conference in Ft. Worth alongside local members to network and connect with key members as a follow up to the proposal that we will submit later this month to the board for the 2023/2024 Annual Conference. Att: 2,000 TRN: 1,230 EI: \$1,980,134.44
- Drew Mayer Oakes provided instruction for more than 40 educators from EPISD for "EPISD Film School". This one-day training event was organized by EPISD Instructional and Technology department. Drew shared his knowledge about basic film production techniques and strategies.
- Christian Lopez and Rah Shakir are in Austin for the Annual Tamale drop.
- **Venue and Event Management: Trudy Sweeten**
- The City of El Paso Thanksgiving luncheon was our highest revenue catering event for November.
- Winterfest continues though out the month of December, so we are expecting high numbers for the month.
- Dave Koz is this evening which is a sold out show.
- We have two shows on Dec. 18 with Il Divo in the Abraham Chavez Theatre and Jason Mraz inside the Plaza Theatre.
- Moscow Ballet's Nutcracker, Dec. 22 and 23 at the Plaza Theatre.
- Sun Bowl Fan Fiesta, Dec. 30 inside the Convention Center.

**\*Adjourn 4:46 pm**

**\*The next meeting will be on Thursday, January 10, 2019 at 4:00 PM at the Destination El Paso Board Room**