

Minutes

Destination El Paso Advisory Board Meeting

Thursday, December 14, 2017 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Rose Lucero
Bernie Olivas
Georgina Williams
Ismael Legarreta
Elvira Galindo

Board Members Absent

Kerry Doyle
Martin Bartlett
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 4:19 p.m.

II. Elect Chair and Vice Chair

- Georgina Williams was elected Chair of the Board and Rose Lucero was elected Vice Chair.

III. Approval of Minutes

- Ismael Legarreta's name appeared twice on last month's minutes which will be corrected.
- Motion to approve the minutes as amended by Georgina Williams.
- Seconded by Bernie Olivas.

IV. General Manager's Update: Bryan Crowe

- SMG Holdings has been acquired by Onex. This acquisition will have no impact on our day-to-day operations, nor on our management team.
- Ismael Legarreta asked if we were a profit-making service, Bryan explained that SMG is paid a management fee by the City of El Paso. We are asked to meet certain goals and generate revenue.
- Ismael asked if we are a risk taker or held by bureaucracy and Bryan answered we are much more of a risk taker.
- Bryan mentioned that SMG has been awarded the Glory Road, Anthony Surface Lot and Union Plaza Transit Terminal. Discussion ensued about Glory Rd. and its parking rates and availability for student parking.
- Lion King went on sale to the public December 4 and the demand is high. Tickets are selling very well.
- Georgina asked for an update on staffing. Bryan answered that we are still recruiting nationwide for an Assistant General Manager and Director of Operations.

V. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for October 2017.
 - Total revenue for the month of October 2017 was \$548,966 bringing Total YTD revenue is \$1,008,894.
 - Total expenses for El Paso Live for the month of October 2017 were \$536,757 bringing YTD expenses to \$1,052,331.
 - Total expenses for Visit El Paso for the month of October 2017 were \$280,950 bringing YTD expenses to \$502,842.
 - YTD we are experiencing a positive variance of \$104,698.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net loss of \$209,628.

- **Tourism Development: Veronica Castro**
- Veronica reported that she partnered with hotels and attended a tradeshow in Chihuahua with about 30,000-40,000 attendees. They showcased El Paso's attractions, Broadway series, upcoming events and festivals. The Chihuahua Visitor Center will now start carrying various El Paso brochures.
- A 20 second spot will run on cable in Chihuahua from Nov. 10-Jan.1 showcasing El Paso.
- Veronica is working with Top Golf to help market them in Chihuahua.
- GeoBetty is a company that provides hiking tours and mountain biking tours. They recently gave a tour to 52 doctors from Detroit who spent 5 days in El Paso. They enjoyed our mountains and left several great comments on Travelocity about their experience here.
- We have partnered with the Sun Bowl Association and will be hosting a tailgate party on Friday, Dec. 29 from 8:30 a.m.-12:30 p.m. at the corner of Sun Bowl and Glory Rd.
- **Convention Development: Brooke Underwood**
- We had 27 leads for the first quarter representing roughly 13,101 total room nights a 107% and 59% increase respectively over the same time last year.
- Cathy Stevens and Diana Thornton are currently in Austin for Visit El Paso's Annual Tamale Drop. They will visit approximately (40) associations/organizations in the Austin area. They'll also be hosting a table at the Texas Society of Association Executives' Celebration Luncheon which provides Visit El Paso a more intimate approach to effectively influencing decision makers El Paso is their next convention destination.
- Brooke reported that while Cathy was in Austin for the Tamale Drop we won the TX Public Safety Officers Assoc. Conference for 2020 with about 400 TRN. We also received word while in Austin that we will be receiving 2 RFP's for Water PR at the beginning of the year.
- Jor returned from attending the US Sports Congress December 4 – 6, 2017 in Mesa, AZ. US Sports Congress attracts top level decision-makers from the world of amateur sport and sports events. The attendees of this unique conference are senior level executives who represent sport Rights Holders and Olympic NGB's, the destinations who desire to host their events as well as many suppliers to this industry.
- Brooke described the journey of bringing the American Planners Association 2020 Conference to El Paso. The decision will be made January 2018.
- Brooke mentioned we are currently recruiting for a sales manager in Austin and a local sales manager.
- **Venue and Event Management: Bryan Crowe**
- We are approaching the last few weeks of Winterfest.
- Upcoming events
 - Moscow Ballet's Great Russian Nutcracker, Dec. 23 @ 3:00 p.m. and 7:00 p.m. and Dec. 24 @ 12:00 p.m.
 - Fan Fiesta, Dec. 28
 - El Paso Choral Society, Dec. 30 and Dec. 31
 - Holiday Movies- Frozen, Dec. 31 @ 2:30 p.m.
 - Viannese New Year's Concert, Dec. 31 @ 7:30 p.m.
 - Disney Live, Jan. 6-7
- Public comment was made by Dick Behrenhausen, he asked how the show A Gentleman's Guide to Love and Murder did. Bryan said it was a great show and we had a good turnout.
- Dick Behrenhausen asked for an update on the Plaza Hotel. Bryan answered that the Plaza Hotel will have about 131 rooms, it is a high-end boutique hotel with no flagship and will open mid to late 2019. A parking garage will also be built to accommodate parking for the hotel.

***Adjourn 5:30 pm**

***The next meeting will be on Thursday, January 11 at 4:00 PM at the Destination El Paso Board Room**