

Minutes
El Paso Convention and Visitors Bureau
Advisory Board Meeting
Thursday December 19, 2013 4:00 p.m.
CVB Boardroom

Board Members Present

Mica Short
Danny Padilla
Jay Pritchard
Irene Silva Pistella
Pifas Silva
Dick Behrenhausen

Board Members Absent

Bill Ketcherside

Destination EP Staff

Bryan Crowe
Carol McNeal
Mauro Monsisvais
Brooke Underwood
Veronica Castro
Leesy McCorgary

I. Call to Order

- The meeting was called to order at 4:02 p.m.

II. Approval of Minutes

- Motion to approve by Mica Short.
- Seconded by Dick Behrenhausen.

III. General Manager's Update: Bryan Crowe

- Visitor Information Centers Custom Web Page
 - Will be featured on all information centers television screens and will highlight upcoming events and a scrolling bar where unique El Paso facts and stats will post. In addition, the date, time and current weather temperature will be displayed.
- Board chair election
 - Please submit your name via email should you be interested.
- Introduction of new board members.
 - Jay Pritchard, Marketing Director Sun Bowl Association
 - Irene Silva Pistella, Marketing Director Price's Creameries
- Introduction of Pat Genera, Director of Finance for Destination El Paso.
- Introduction of each Destination El Paso director.
 - Carol McNeal, Director of Facility Sales & Marketing
 - Mauro Monsisvais, Director of Operations
 - Brooke Underwood, Director of Convention Development
 - Veronica Castro, Director of Tourism Development
- Strategic Business Plan
 - Destination El Paso along with all other City departments has adopted this new plan.
 - A review of all aspects and structure of the organization have been made as well as an assessment of all metrics and costs.
 - The plan will feature a new name, branding, deliverables and mission statement.

IV. Department Updates

A. Financials: Bryan Crowe

- Total revenue for the month of October 2013 was \$461,724 bringing total YTD revenue to \$800,824. We are currently pacing ahead by \$53,094.

- Total expenses for El Paso Live for the month of October 2013 were \$512,262 bringing YTD expenses to \$841,901.
- Total expenses for Visit El Paso for the month of July 2013 were \$182,939 bringing YTD expenses to \$365,670.
- Expenses currently pace \$73,411 under budget.

B. Tourism Development: Veronica Castro

- 80th Annual Hyundai Sun Bowl Marketing Efforts
 - The target market was cities with strong alumni chapters who fell within drive range or where direct flights were available. These included PHX, Dallas, Austin and Houston.
 - 500,000 impressions from targeted digital marketing with an additional 250,000 retargeted impressions. This type of online marketing will target any individual who has searched either team attending the Sun Bowl or any general El Paso/Sun Bowl key word.
 - The Sun Bowl pop up/site is live and serves as an online quick guide for visitors. Attractions, events, parking details, dining, hotels, etc. are featured.
 - A new 30 second commercial will be featured on CBS during the Sun Bowl game.

C. Convention Development: Brooke Underwood

- 10th Annual Tamale Drop
 - Over 43 dozen tamales were hand delivered by Convention Development staff to TX association in Austin.
 - Local media (KFOX TV) covered the event.
- Texas Society of Association Executives Celebration Luncheon
 - 350 association executives were present and Destination El Paso hosted 8 association representatives at their table.
 - Information regarding El Paso's revitalization, hotel renovations and upcoming bond projects was shared at this event.
- International Association of Exhibitions & Events
 - Attended the SMG International Sales Marketing Meeting while at IAEE and met with other CVB's and SMG facilities.
- Notable Bookings
 - National Association for the Advancement of Colored People (NAACP), site visit in Jan. 2014, 200 in attendance and 230 room nights.
- RFP's and Site Visits
 - American Contract Bridge League Regional Bridge Tournament, Feb. 2016, 500 in attendance and 450 room nights.
 - International Jugglers Association, July 2016 or 2017, 500 in attendance and 1,060 room nights.
 - Automobile License Plates Collectors Association, July 2017, 350-400 in attendance and 560 room nights.

D. Facility Sales & Marketing-Carol McNeal

- New El Paso Live website
 - The site features a dynamic new look with high resolution imaging. It is easier to navigate and provides visitors with an overall user friendly experience.
 - A Hyundai Sun Bowl events flyer was handed out to each member. The flyer details all Hyundai Sun Bowl related events and performances.
 - Moscow Ballet will have two performances on Dec. 22nd.

V. Open Discussion

A. Dick Behrenhausen

- The El Paso Club will host its 50th anniversary event on February 1st.

- The El Paso Zoo will recognize the Foster family for its generous contributions however a date has yet to be scheduled.

B. Brooke Underwood

- Destination El Paso Award Nominations
 - Associate Member of the Year-El Paso Hotel Motel Association
 - Silver Adrian Award for Wild or Mild Digital Campaign-Hospitality Sales and Marketing Association International
 - Bronze Adrian Award for VisitElPaso.com- Hospitality Sales and Marketing Association International

C. Danny Padilla

- Has enjoyed the relationship with Destination El Paso, is excited to see new creative ideas and anticipates a great 2014.

***Adjourn 5:02pm**

***The next meeting will be on Thursday, January 9, 2013 at 4 p.m.**