

Minutes

Destination El Paso Advisory Board Meeting

Thursday December 8, 2016 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Bernie Olivas
Lane Gaddy
Krista Snow
Ismael Legarreta
Georgina Panahi
Martin Bartlett
Rose Lucero

Board Members Absent

Destination EP Staff

Bryan Crowe
Ryan Lympus
Brooke Underwood
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:05 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Ismael Legarreta.
- Seconded by Bernie Olivas.

III. General Manager's Update: Bryan Crowe

- Bryan presented Destination El Paso's FY16/17 Marketing Plan.
 - Key highlights are to promote the new \$75 million renovation of the Convention Hotel, Streetcar, Mexican American Cultural Center, Children's Museum and Multipurpose Cultural & Performing Arts Center/Arena.
 - Increase Austin market presence where the majority of State associations are headquartered.
 - Focus on the Southern Mexico markets.
 - Maintain strong relationships with Cd. Juarez and Las Cruces to promote the region.
 - Assist in the development of educational opportunities for local film crews.
 - Support and contribute to the enrichment of El Paso's Heritage and Cultural Tourism to increase awareness of El Paso's 400 years of history.
 - Focus on growing and retaining sporting events in the El Paso area and continue to expand visibility of El Paso as a premier athletic destination.
 - Increase number of subscribers to the Broadway Series.
 - Further grow and develop owned/co-owned festivals and special events- monetize brands and seek sponsorship.
- Martin Bartlett asked if we were close to reaching out to the medium sized conventions with the redevelopment of the new Convention Hotel. Bryan responded that we are and will have a little over 800 rooms.
- Georgina Panahi asked if we have reached out to El Paso's Youth Baseball Association and Bryan responded that he has spoken to them.
- Ismael Legarreta asked if we had heard anything regarding the arena and asked if we offered private parties at Winterfest. Bryan is hopeful that a decision will be made in January and he explained that we do offer private parties at Winterfest and they do not interfere with the public skating times.

IV. Department Updates

- **Financials: Bryan Crowe**

- Financial Narrative for October

- Total revenue for the month of October 2016 was \$416,998 bringing Total YTD revenue is \$916,462.
- Total expenses for El Paso Live for the month of October 2016 were \$541,311 bringing YTD expenses to \$1,064,691.
- Total expenses for Visit El Paso for the month of October 2016 were \$214,650 bringing YTD expenses to \$445,652.
- YTD we are experiencing a positive variance of \$66,580.
- YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$91,052.

- **Tourism Development: Veronica Castro**

- Veronica distributed a 5 page article that was published in UltraRunning about the Franklin Mountain Sky Race and there were 200 visitors.
- Veronica and her team will be helping with the Sun Bowl player's dinner, hosting a Visit El Paso Tailgate that is open to the public.
- There will be new bunting and end zone signage that will feature the Sun Bowl and Visit El Paso logos.

- **Convention Development: Brooke Underwood**

- Visit El Paso hosted two representatives of the Business Professionals of America, Ms. Robin Goff and Phyllis Kostka for a site visit November 8 – 10, 2017 to host their 2022 State Leadership Conference. Attend: 3,500, Peak: 1,317, TRN: 4,000+ with an EI: \$2.3 million. Competing cities: Ft. Worth, Corpus Christi, and Houston. Ms. Goff made the presentation to the Board of Directors during their meeting December 6 - 8, 2016; the conference is larger than the space currently available, BPA wants to revisit our bid in six years.
- Kappa Alpha Psi Fraternity, Inc. has selected El Paso to host their Southwestern Province March 20 – 25, 2018. Attend: 600, Peak: 210, TRN: 672 with an EI: \$383,640. Competing cities: Dallas, San Antonio, and San Marcos. They'll conduct a site visit in 2017.
- Hispanic National Bar Association (HNBA) has selected El Paso to host their Corporate Counsel Conference & Moot Court Competition August 2020. Historically Attend: 300, Peak: 220, TRN: 750 with an EI: \$191,820.
- We hosted three representatives from the Texas Department of Transportation (TxDOT) for their upcoming 2018 Texas Travel Counselor Conference in conjunction with Texas Travel Industry Association (TTIA) Travel Fair. Conference attendees include travel counselors from the travel information centers operated by the Travel Division of the Texas Department of Transportation, park personnel from the Texas Parks and Wildlife Department, counselors from city-operated information centers, and Texas Highways editorial staff. Verbal Definite – Attend: 300+, Peak: 165, TRN: 415 with an EI: \$485,944.
- Cathy Stevens and Perry Currier will travel to Austin December 14 -15, 2016 for the Annual Austin Tamale Drop; they'll be delivering approx. (50) dozens to associations/organizations across the city to continue to keep El Paso's name in the forefront when selecting convention destinations in future years. Visit El Paso will also attend the Texas Society of Association Executives (TSAE) Annual Celebration Luncheon. Visit El Paso is a table sponsor and has confirmed meeting planners from various markets to include, i.e. Education, Government, Healthcare, and Political associations/organizations as our guests in order to gain more insight on how we can work together and confirm business. For the last four years, Visit El Paso is the only sponsor that participates in a table theme: this year's theme is "A Nightmare Before Christmas".

- **Assistant General Manager: Ryan Lympus**
- Ryan discussed Winterfest and the special events that occur on different nights. We have partnered with El Pasoans Fighting Hunger Food Bank, United Way, and The Boys and Girls Club of El Paso.
- El Paso Live will be the presenting sponsor for this year's Fan Fiesta.
- Tickets for Phantom of the Opera are selling very well.
- We have started to look for sponsors for our upcoming events and festivals.

***Adjourn 5:30 pm**

***The next meeting will be on Thursday, January 12 at 4:00 PM at the Destination El Paso Board Room**