

Minutes

Destination El Paso Advisory Board Meeting

Thursday January 28, 2015 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Mica Short
Ismael Legarreta
Jay Pritchard
Dick Behrenhausen
Bill Ketcherside

Board Members Absent

Danny Padilla
Israel Rivera

Destination EP Staff

Bryan Crowe
Lauren Falco
Brooke Underwood
Veronica Castro
Carol McNeal
Ryan Lympus

I. Call to Order

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

II. Approval of Minutes

- Motion to approve by Dick Behrenhausen.
- Seconded by Bill Ketcherside.

III. General Manager's Update: Bryan Crowe

- **Introductions for District 6 New Appointee, Israel Rivera**
- **Destination EP Annual Report**
 - Currently being printed for limited distribution, but available for download at visitelpaso.com
 - Highlights of the 2015 year as well as a great guide for information about the company & the area
 - Looking to have a presentation available online with voiceover/charts/graphs outlining the Annual Report

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
 - The numbers below represent the beginning of the 2015 fiscal year.
 - Total revenue for the month of November 2015 was \$514,503 bringing Total YTD revenue budget to \$1,473,133
 - Total expenses for El Paso Live for the month of November 2015 were \$535,156 bringing YTD expenses to \$1,518,417.
 - Total expenses for Visit El Paso for the month of November 2015 were \$183,709 bringing YTD expenses to \$600,234.
 - YTD we are experiencing a positive variance of \$350,015.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$127,482
- **Tourism Development: Veronica Castro**
- Papal Visit
 - February 17, 2016
 - Destination El Paso has been in several meetings discussing what the agenda for the day will be, as well as making recommendations for visitors on that day.
 - Bryan Crowe was given a lead role in managing the downtown activity for the day.
 - Pope will have very tight agenda, with very little leeway.
 - Mass will be held on Mexico side, with blessing to be given to immigrants & others in the community.

- El Paso Catholic Diocese will host about 400/500 people during mass that they've selected
 - The Official Visit El Paso App has full agenda and briefs on spiritual landmarks in El Paso for those visiting for the event.
- Sun Bowl Fan Fiesta/Bowl Game
 - Visit El Paso featured 2 ads during the Hyundai Sun Bowl Game:
 - 1st ad received 4.1 million views
 - 2nd ad received 4.2 million views
- Texas Parks and Wildlife Magazine
 - Featured in January issue of Parks and Wildlife Magazine, estimated free press of \$175,000
 - Featured Wyler Tramway, Franklin Mountains, Hueco Tanks, etc.
- Visit El Paso Coffee Table Book
 - Completed and available for retail at about \$49.95.
 - Currently able to buy book at local shops from those who sponsored the book; will be available at Barnes & Noble soon.
- Over the Edge for the El Paso Zoo
 - General Manager, Bryan Crowe will be donning the Official Amigo Man uniform to rappel off the Mills Building in Downtown El Paso to fundraise for the El Paso Zoo. Currently, there is a page to donate online to help Amigo Man go Over the Edge! Link is provided for those who want to donate below:
 - <https://www.classy.org/checkout/donation?eid=55507>
 - **Click the link & choose Amigo Man from the drop down menu!**
- **Convention Development: Brooke Underwood**
- International Jugglers Association
 - Jugglers will be here July 25-31, 2016 for their annual conference.
 - There will be around 500 attendees with a possible \$300,000 in economic impact.
 - Jugglers will feature events around town in several venues & have fun events such as "jogging" which is jogging & juggling in tandem.
- Travel Update
 - Veronica Castro, Diana Thornton, and Brooke Underwood attended the mid-winter TACVB conference and we will be hosting in August in El Paso.
 - Lots of travel planned for the rest of the year and we will report as we move along.
- TX CPA Association
 - CPA Association will be in town for the first time since 2000.
- **Facility Sales & Marketing-Carol McNeal**
- December Event Highlights
 - William Beaumont Gala, Convention Center, December 5, attendance of 560
 - Rudolph the Red Nose Reindeer, The Plaza Theatre, December 8 and 9, total attendance of 1,984
 - Bianca del Rio, Rolodex of Hate, The Plaza Theatre, December 10, attendance of 596
 - The Messiah, Abraham Chavez Theatre, December 12, attendance of 1,368
 - Hospitals of Providence Christmas Celebration, December 12, attendance of 509
 - Dave Koz, The Plaza Theatre, December 15, attendance of 1,868
 - Ft. Bliss Army Band, The Plaza Theatre, December 17, attendance of 1,124
 - Tis the Season for Opera, Abraham Chavez Theatre, December 18, attendance of 536

- Ragtime, The Plaza Theatre, December 20, attendance of 1,220
- Moscow Ballet's Nutcracker, The Plaza Theatre, December 23 and 24, total attendance of 4,294
- Fan Fiesta, Convention Center, December 25, attendance of 2,690
- January/February Outlook
 - Colleen and Josh Show, The Plaza Theatre, January 12
 - Elegant Penguin Bridal Show, Convention Center, January 17
 - RJ Promotions Home Show, Convention Center, January 22-24
 - Little River Band, The Plaza Theatre, January 30
 - El Paso Symphony Orchestra Young Peoples Concerts, Abraham Chavez Theatre, February 3-5
 - Mexico's Manufacturing Summit, Convention Center, February 10-12
 - Bobby Bones and the Raging Idiots, The Plaza Theatre, February 12
 - Mariachi Vargas, The Plaza Theatre, February 13
 - Catholic Diocese MRS Dinner, Convention Center, February 25
 - Adal Ramones, The Plaza Theatre, February 25
 - Susan B. Komen El Paso Race for the Cure, Cohen Stadium, February 28
- Sun City Craft Beer Festival
 - El Paso Live will be working with Sun City Craft Beer Festival Promoter to improve on the festival by adding fun, new quirks & creating a truly unique craft beer experience in downtown El Paso. More to come regarding this in the near future!
- Summer Programming
 - El Paso Live is gearing up for 2015 seasons of Alfresco! Fridays, Cool Canyon Nights, Movies in the Canyon, Viva! El Paso, etc.
 - Keep an eye out for the scheduled performances/movies for all series on Facebook, Twitter, Instagram and www.elpasolive.com

V. Open Discussion

***Adjourn 5:00 pm**

***The next meeting will be on Thursday, February 11th, 2015 at 4:00 PM at the Destination El Paso Board Room**