

Minutes

Destination El Paso Advisory Board Meeting

Thursday, February 1, 2018 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Rose Lucero
Bernie Olivas
Georgina Williams
Marianne Rosas
Elvira Galindo

Board Members Absent

Kerry Doyle
Ismael Legarreta
Krista Snow

Destination EP Staff

Bryan Crowe
Brooke Underwood
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:00 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Georgina Williams.
- Seconded by Bernie Olivas.

III. General Manager's Update: Bryan Crowe

- We have three presentations from our ad agencies on our initiatives: Sanders Wingo who is our local ad agency, AJR who does our digital media joins us from Houston, and Orange 142 out of Austin handles our social media.
- In order to keep our meeting to an hour we will not go over the department updates. Everyone has the updates and financials in their packets; please feel free to contact me if you have any questions or need clarification on anything.

***Adjourn 5:13 pm**

***The next meeting will be on Thursday, March 8 at 4:00 PM at the Destination El Paso Board Room**