

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, February 10, 2011 4:00 p.m.**  
**El Paso Room**

**Board Members Present**

Bernie Sargent  
Bernie Olivas  
Joe Daubauch  
Kay Mooy  
Terry Guerra, Emeritus  
Marilyn Munden, Emeritus  
Joe Frandina, Emeritus

**Board Members Absent**

Betsy Behrenhausen  
Laurie Paternoster  
Yolanda Torres  
Getsemani Yanez  
Elvia Hernandez

**CVB Staff**

Bill Blaziek  
Carol McNeal  
Brooke Underwood  
Mauro Monsisvais  
Leesy McCorgary

**I. CALL TO ORDER**

- The meeting was called to order at 4:14 p.m.

**II. General Manager's Update**

- Bill Blaziek introduced our guest speaker, Beth Nobles, Executive Director for Texas Mountain Trail. Beth discussed the possible elimination of funding for the trails program.

**III. Department Updates**

**A. Financials: Bill Blaziek**

- December 2010 revenue was \$345,052 and operating expenses were \$760,638. The variance in expenditures will level out at the end of the fiscal year.

**B. Facility Sales & Marketing: Carol McNeal**

- The Broadway show "All Shook Up" is now sold out and only approximately 200 tickets remain for "Legally Blonde."
- Tickets are still available for George Jones, Joe Bonamassa and Boz Scaggs.
- Currently working on two new events for the month of March. Fat Saturday, March 5<sup>th</sup> and Taste of El Paso, March 12.

**C. Operations and Food and Beverage: Bryan Crowe**

- The Convention Center served as an overnight shelter during the latest winter storm. The center housed approximately 135 individuals over the course of the 3 days.
- Continue to repair leaks in the Convention Center, Union Transit Terminal, Plaza Theatre and McKelligon Canyon.
- Revenue in Food & Beverage for the month of January 2011 was \$59,194 compared to \$74,518 in January 2010.

**D. Convention Sales Development : Brooke Underwood**

- February is proving to be a very active month with 1 bid presentation for the national Federation for Catholic Youth Ministry in November 2012 and 1 site visit for the Tekakwitha Conference in July 2011.
- Continue to prepare for Conference USA. The conference is scheduled for March 9-12, 2011.

**E. Tourism Development: Brooke Underwood**

- The department hosted an Ambassador Training for 15 individuals in the hospitality industry and conducted 4 welcome presentations to new soldiers and their families.
- A new music festival, Neon Desert will be held April 30<sup>th</sup> in El Paso's downtown area.

**IV. Open Discussion**

- Bill stated that council unanimously decided that SMG would manage the new Glory Road Parking Garage under agreement with Sun Metro.
- Bill also mentioned that during council meeting the decision to dedicate \$200,000 to the incubation of new downtown events was made.
- The CVB and CPAC are currently working on a summer campaign of exciting outdoor activities that will be promoted in Chihuahua and the 300 mile radius. Activities include Alfresco Fridays, Salsa Saturdays, etc.
- Bernie Sargent discussed the Steer Committee meeting that is tentatively scheduled for March 9<sup>th</sup>. The focus is the Texas Mountain Trail funding.

**V. ADJOURN**

- Meeting was adjourned at 5:09 PM.

**\*The next meeting will be on Thursday, March 10, 2011 at 4 p.m. in the El Paso Room.**

## January 2010 Department Updates

### Financials

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- Total Revenue generated for the month of December 2010 was \$345,052 compared to \$447,283 in December 2009.
- Total Revenue year to date is \$1,475,096 compared to \$1,425,111 in 2009.
- Total Operating Expenses for the month of December 2010 were \$760,638 compared to \$754,557 in December 2009.
- Total Operating Expenses year to date are \$2,706,289\* compared to \$2,387,730 in 2009.

\*Expenditures reflect special projects for capital improvements.

### Facility Sales & Marketing

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- During the month of January 2011, 21,884 patrons attended events in all venues compared to 17,617 in January 2010.
- 12,545 patrons attended events in the theatre venues and 9,339 patrons attended events in the Convention Center.
- We remain behind the FY 10/11 overall attendance pace with a YTD 2011 attendance of 121,322 vs. YTD 2010 attendance of 131,987, a decrease of 8%.
- January 2011 New Bookings
  - 54 new events were booked during the month of January vs. 63 new bookings in January 2010.
- January 2011 Event Highlights
  - Girl Scouts of the Southwest, 800 in attendance (new event)
  - Gabriel Iglesias, 5,977 in attendance (3 shows SOLD OUT)
  - Bridal Fair, 2,468 in attendance (1.2% increase in attendance over 2010)
  - RJ Promotions Home Show, 4,410 in attendance (no show in 2010)
  - Laser Spectacular, 1,618 in attendance (17.6% decrease in attendance over 2010)
  - Spamalot (Broadway), 1,781 in attendance, (SOLD OUT)
  - Mixed Martial Arts, 801 in attendance, (new event in 2011)
  - El Paso Symphony Orchestra, 2,035 in attendance (17% decrease in attendance over 2010)
- February 2011 Event Highlights
  - Housing Authority Luncheon (new event February 10)
  - El Paso Symphony Orchestra Youth Concerts (February 14-19)
  - Region XIX Para Professional Conference (new event February 9)
  - University of Phoenix Gala and Graduation (February 11 and 12)
  - All Shook Up (Broadway, February 13)
  - Safari Club International Expo and Gala (New event February 18 & 19)
  - Mariachi Vargas (February 18)
  - Boz Scaggs (February 20)
  - George Jones (February 25)

### Operation and Food & Beverage

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- Revenue in Food & Beverage for the month of January 2011 was \$59,194 compared to \$74,518 in January 2010.

### Convention Sales Development

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- 6 leads were generated for the month of January 2011, representing 4,526 in total attendance, 2,125 room nights and an approximate economic impact of \$2.8 million.

- Notable business for the month of January 2011
  - Academy for Teachers of young Children (July 2011), total attendance of 850 and 390 room nights.
  - National Federation for Catholic Youth Ministry (November 2012), total attendance of 2,500 and 800 room nights.
  - National Tekakwitha Conference (July 2013), total attendance of 1,000 and 800 room nights.
- 4 pieces of business were secured in January 2011 for future years, representing 675 in total attendance, 307 room nights and an approximate economic impact of \$431,595.
- Business secured in January 2010 for future years
  - Scentsy Consultant Training (January 2011), total attendance of 400 and 24 room nights.
  - EPISD Jefferson High School Fast Pitch Softball Tournament (February 2011), total attendance of 250 and 220 room nights.
- Recent Travel
  - Texas Association of Convention & Visitors Bureaus Mid-Winter Education Conference, Lewisville, TX, January 18-20. The focus of the conference was “The Application of Technology.” Topic included the emerging Smartphone, image branding, and connecting with travel journalist.
  - Texas Association Concerned with School Age Parenthood bid presentation, Houston, TX, January 20-23. The General Membership selected Corpus Christi as their next destination however the EPCVB is already in discussions with the local organization regarding the next bid opportunity.

### **Communications**

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- Total unique hits to the website for the month of January 2011 were 14,919 compared to 12,676 in January 2010. Year to year numbers have increased by 18% over last year.
- In the month of January 2011 there were 54 unique pieces of media coverage that can be attributed to the El Paso CVB and CPAC.
- January national media coverage
  - True West Magazine, “Best of the West” awarding Concordia Cemetery the Best Preserved Gravesite in the West award, editorial value estimated at \$1,250.

### **Film Commission**

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- There were 9 inquiries for the month of January 2011 compared to 6 in January 2010.
- Year to date total room nights are 1,543 with a direct economic impact of \$1,067,400.
- January filming included
  - “Domestic Abuse” documentary, an approximate direct impact of \$15,000.
  - Discovery Channel’s “Road Eats,” 18 room nights and an approximate direct impact of \$65,200.

### **Tourism Development**

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- In the month of January 2011 we received 1,044 travel inquiries compared to 2,619 in January 2010. The majority of inquires were received from See Texas First.
- In the month of January 2011, we assisted 2,394 tourists in the 3 Visitor Information centers compared to 1,374 in January 2010.
- January Highlights
  - Hosted an Ambassador Training. Approximately 15 individuals in the hospitality industry attended the training.
  - Conducted 3 welcome presentations to the Ft. Bliss Family Readiness Group and 1 to the Moral, Welfare and Recreation department.
- Upcoming Events (outside of CPAC venues)
  - Chamizal Saturday Mornings Crafts, Every Saturday in Feb.
  - Kiss of the Spider Woman, February 11-27, UTEP Dinner Theatre

- Coin Show, February 18-20, El Maida Shrine Center
- Bale Folclorico, February 25-26, Magoffin Auditorium
- Love Affair and Bridal Expo, February 27, Camino Real Hotel
- El Paso Roller Derby, February 27, County Coliseum