

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday February 13, 2014 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Mica Short  
Pifas Silva  
Jay Pritchard  
Bill Ketcherside  
Dick Behrenhausen  
Irene Silva Pistella

#### Board Members Absent

Danny Padilla

#### Destination EP Staff

Bryan Crowe  
Carol McNeal  
Mauro Monsisvais  
Veronica Castro  
Brooke Underwood  
Brooke Underwood  
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#### I. Call to Order

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

#### II. Advisory Board Chair

- Mica Short is the boards new chair.

#### III. Approval of Minutes

- Motion to approve by Jay Pritchard.
- Seconded by Bill Ketcherside.

#### IV. General Manager's Update: Bryan Crowe

- Current Events
  - Downtown Visitor Information Center Ribbon Cutting-took place on January 30 where the new annual Visitors Guide and Murals brochure were unveiled.
  - 2<sup>nd</sup> Annual El Paso History Summit-will be held at the Convention Center on March 22.
  - Urban Planning Project-three QOL Bond projects will be addressed and the City's PIO department will focus on a public outreach program that will engage community input.

#### V. Department Updates

##### A. Financials: Bryan Crowe

- Financial Narrative
  - Total revenue for the month of December 2013 was \$357,155 bringing total YTD revenue to \$1,649,134. We are currently pacing ahead by \$120,199.
  - Total expenses for El Paso Live for the month of December 2013 were \$790,424 bringing YTD expenses to \$2,219,083.
  - Total expenses for Visit El Paso for the month of December 2013 were \$390,149 bringing YTD expenses to \$964,149.
  - YTD we are experiencing a positive variance of \$39,646.
  - December expenses sit higher than other months due to various budgeted expenses such as audit fees, management fees, changes in staff salary, etc.
- The annual audit was completed and submitted to the City. This is an annual performance audit in which we ensure all goals have been met.

##### B. Tourism Development: Veronica Castro

- Downtown Visitor Information Center Ribbon Cutting
  - Was held on January 30 where Mayor Leeser, Dr. Natalicio and other industry partners were in attendance.
  - The new annual Visitors Guide featuring UTEP on the cover was unveiled.

- The new Segundo Barrio Mural Tour brochure was revealed. The brochure was a collaboration between Visit El Paso and a group of Coronado High school students and teachers.
  - The event produced \$100,000 worth of media coverage.
- 2<sup>nd</sup> Annual El Paso History Summit Press Conference
  - The press conference was held on February 12 at the Downtown Visitor Information Center. The conference will be held on March 22 at the Convention Center.
  - Senator Rodriguez was in attendance and discussed the importance of heritage tourism to El Paso.
  - The Summit is intended to educate area attractions on how to be a successful tourist attraction. Breakout sessions will include volunteer training, social media training, and more. Presenters include Sun Bowl Association, Texas Mountain Trail, El Paso Exploreum, Visit El Paso and more.
- USBC 2014 in Reno, NV
  - Staff will attend this year's ribbon cutting in Reno, NV.
  - An El Paso Visitor Information Center will be set up during the conference in Reno. The intent is to answer any questions the bowlers may have regarding their 2015 visit to El Paso. The booth will be staffed and each employee will be trained on all things El Paso.

**C. Convention Development: Brooke Underwood**

- Conference USA
  - Scheduled for March 11-15 in El Paso.
  - To date 13 hotels have been contracted to host teams
  - Additional hotel properties will be secured to host bands, alumni and fans
  - Working with the Sun Bowl Association, Lucchese Boots and a number of other industry partners.
  - Approximately 4,200 coaches, athletes and staff are expected
  - The Visitelpaso.com homepage is now home to a CUSA pop up where visitors can access information specific to the event as well as things to see and do while in El Paso.
  - A VIP reception will take place on March 10 at the Plaza Theatre, invitations will be sent within the next few weeks.
- El Paso has made the short list for:
  - International Jugglers Association, July 2016, 500 in total attendance and 975 room nights.
  - Automobile License Plate Collectors Association, July 2017, 425 in total attendance and 580 room nights.
- Convention Sales staff will be making sales calls this week in Austin.
- Destination El Paso has partnered with the City of El Paso's Mayor's Office and Economic Development Department on a Familiarization Tour. The tour will host 15-20 individuals and will focus on El Paso's business development and Tourism.

**D. Facility Sales & Marketing-Carol McNeal**

- Current events
  - Autorama Car Show, Convention Center, February 7-9
  - Raul Di Blasio, Plaza Theatre, February 7
  - Gordon Lightfoot, Plaza Theatre, February 8
  - Queens of the Stone Age, Abraham Chavez Theatre, February 11
  - Mariachi Vargas, Plaza Theatre, February 14
  - Mike Tyson, Abraham Chavez Theatre, February 15
  - El Paso Chihuahuas Job Fair, Convention Center, February 15
  - El Paso Symphony Orchestra, Plaza Theatre, February 21-22
  - University of Phoenix Graduation, Convention Center, February 22
  - Spring Home & Garden Show, Convention Center, February 28-March 2

- A Facilities Sales staff member will accompany Veronica to Reno, NV for the USBC grand opening. This will give the event manager a better understanding of what to expect in 2015.
- Next month the facility will host the Rotary gala and the UMC gala.
- A soft social media launch for El Paso Live is currently underway.

**VI.**

**Open Discussion**

**A. Dick Behrenhausen**

- Suggested Destination El Paso work with local media to portray a more positive image of El Paso.

**\*Adjourn 5:10 pm**

**\*The next meeting will be on Thursday, March 13, 2013 at 4 p.m.**