

Minutes

Destination El Paso Advisory Board Meeting

Thursday, Feb. 14, 2019 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Bernie Olivas
Marianne Ayub
Katherine Brennand
Katie Scott
Elvira Galindo
Kerry Doyle
Rose Lucero

Board Members Absent

Krista Snow
Ismael Legarreta

Destination EP Staff

Bryan Crowe
Trudy Sweeten
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:04 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Bernie Olivas.
- Seconded by Marianne Ayub.

III. General Manager's Update: Bryan Crowe

- Veronica is not here today, she is on a sales mission with the State of Texas in Mexico and Brooke is on vacation.
- Mauro Monsisvais has returned as the Director of Operations, he started at the end of Jan.
- Veronica, Brooke and myself will be in Austin next week participating in the Chamber's El Paso Days in Austin, TTIA Unity Dinner and the TXHLA's Converge on the Capitol.
- We will also have a ribbon cutting ceremony for Visit El Paso's new Austin sales office while we are there. We have invited meeting planners, EP delegation attending El Paso Days, and expats. Mayor Margo, City Manager, Deputy City Manager and the County Judge will all be in attendance.

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for December 2018.
- Total revenue for the month of December 2018 was \$641,637 bringing total YTD revenue to \$2,406,139.
- Total expenses for El Paso Live for the month of December 2018 were \$666,888 bringing YTD expenses to \$2,791,485.
- Total expenses for Visit El Paso for the month of December 2018 were \$355,863 bringing YTD expenses to \$1,332,831.
- YTD we are experiencing a negative variance of \$191,299.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$150,907.
- Bryan mentioned that we are over budget with expenditures due to WinterFest.
- Dick Behrenhausen asked if WinterFest is a yearly event and Bryan answered that it is part of a city initiative so it will continue every year and we will find ways to grow it.
- **Tourism Development: Bryan Crowe on behalf of Veronica Castro**
- As I mentioned before Vee is on a sales mission this week with the State of Texas. They are visiting Mexico City, Leon and Aguascalientes.
- We had a travel writer who was here back in October for the regional food FAM and she has published a 3-page article in Food and Wine Mexico. She highlighted a day in each city (El Paso, Las Cruces and Juarez) and featured One Region, One Table event hosted by Progress321.
- El Paso was a major topic this past week with the President visiting.

- We reached out to a public relations firm to help us tell a more dynamic and positive story about El Paso. The focus was A-Political. We focused on what it means to live and work here. We had social media blasts go out with positive stories and we pushed our new 30 second- and 2-minute video.
- **Convention Development: Bryan Crowe on behalf of Brooke Underwood**
- We have hired a new Sports Sales Manager, Josele Diaz. He comes to us from the Sun Bowl Association where he was a marketing assistant. His market segment includes state, national and international sports.
- As you will see on your report, the definite portion has changed slightly. We feel it is important to demonstrate the level of sales activity the team is experiencing and business they are securing. From this point on, verbal commitments made by associations will be noted on your chart in a lighter shade showing progress towards the annual goal.
- The Convention Development team just wrapped up two back to back site visits for the Texas Association of Museums and the Association of Moving Imaging Archivists.
- Rah is currently attending Destination Internationals DC Showcase with the DOS&M of the Paso del Norte hotel, Chris Jacoby.
- Dick Behrenhausen asked if we are still using the old Camino Real hotel for upcoming conventions. Bryan answered that we are and we will be getting an update in March on the status of opening date. The Paso del Norte is responding to leads we send out.
- Dick Behrenhausen asked how we have already surpassed our goal in room nights for sports. Bryan answered that CRITS is what pushed us over our goal for this year.
- Katherine Brennand asked who keeps track of legislative issues for us. Bryan responded that the City has a team and we also get updates from the State Tourism and Convention department.
- **Venue and Event Management: Trudy Sweeten**
- We wrapped up WinterFest with a 21% increase in attendance from last year.
- Some fun facts for you from WinterFest, we collected 139 articles of clothing and blankets benefiting the El Paso Coalition for the Homeless, the Holiday Café served over 5,000 cups of hot chocolate and consumed over 1,200 tamales and served over 7,000 mini donuts to guests.
- TX Gas free holiday movies at the Plaza Theatre brought in close to 4,000 movie goers.
- We have some big events coming up in the next few weeks beginning tonight with Willie Nelson which is a sold-out show.
- Upcoming events
 - El Paso Marathon Expo, Feb. 17
 - Chicago, Feb. 26
 - Tony Bennett, Feb. 27
- Marianne Ayub asked why Carol Burnett canceled. Bryan answered it was due to health issues.
- Discussion ensued about the street car.

***Adjourn 4:54 pm**

***The next meeting will be on Thursday, March 14, 2019 at 4:00 PM at the Destination El Paso Board Room**