

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday March 12, 2015 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Dick Behrenhausen

Israel Rivera

Danny Padilla

Jay Pritchard

Bill Ketcherside

#### Board Members Absent

Mica Short

Irene Pistella

Pifas Silva

#### Destination EP Staff

Bryan Crowe

Veronica Castro

Leesy McCorgary

Carol McNeal

Mauro Monsisvais

#### I. Call to Order

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

#### II. Approval of Minutes

- Motion to approve by Dick Behrenhausen.
- Seconded by Bill Ketcherside.
- Bryan Crowe came late from another meeting – started without him

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

- **Viva El Paso**
  - Working with UTEP and El Paso Community Foundation
  - Both entities are very committed to making this season amazing
- **Hispanic Cultural Center**
  - Sub-committee has been created
  - Council has asked us to amend the resolution
    - 18 member body, recommendations made by each city representative
- **Introduction of New MCAD Director, Tracey Jerome**

#### 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 January 2015 was \$121,262 bringing Total YTD revenue budget to \$1,807,914
  - Total expenses for El Paso Live for the month of January 2015 were \$350,036 bringing YTD expenses to \$2,217,526
  - Total expenses for Visit El Paso for the month of January 2015 were \$248,639 bringing YTD expenses to \$1,145,205.
  - YTD we are experiencing a positive variance of \$304,952.
  - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$9,357
  - We are currently under budget; Revenue low due to Convention Center being occupied by USBC; budget has been adjusted
  - Currently in budget process with the City; budgets will be presented by teams; Hotel Occupancy Tax very healthy

- **Operations: Mauro Monsisvais**
  - *Clouds in the Sky* Public Art will be with seating pavilion
  - Pedestrian Walkway has a 3/27 completion date
  - Arts Festival Plaza is 95% complete
  - All projects looking into adding vegetation
  - Piñatas up in 2 weeks
- **Tourism Development: Veronica Castro**
- **USBC Opening Ceremony**
  - All went smoothly
  - Provided round the clock service to bowlers; Seemed as if they enjoyed the ceremony
  - Provided promotional items such as towels
  - The VIP reception hosted important organization leaders throughout El Paso
  - Visitor's Center will be open 7 days a week, 10 AM – 7 PM
  - We had a performance by mariachis and folklorico dancers during the opening ceremony to show El Paso culture.
  - Sun metro provided busing with handicap access for Special Olympics participants
- **Convention Development: Brooke Underwood**
  - **Introduction of New Convention Sales Manager, Richard Madrigal**
    - He will have a focus on sports
    - Former VIC staff member
    - He has been with the bureau for 1.5 years
  - **Notable Bookings**
    - Texas Music Teachers Association – (March 2015), total attendance of 100 & 100 room nights
    - Vietnam Veterans of America – (April 2015), total attendance of 150 & 140 room nights
    - Association of the United States Army – (April 2015), total attendance 60 & 550 total room nights
    - Combined Law Enforcement of Texas – (September 2015), total attendance 400 & 400 total room nights
  - **Film Commission**
    - There were 6 inquiries/leads for the month of February compared to 10 in February 2014
    - Commercial filmed/wrapped for First Light Credit Union: 25 room nights and direct impact: \$85,400.00
    - Attended the Association of Film Commissioners International's *Locations Expo* in Los Angeles March 5-7, 2015. *Locations* brings together hundreds of global production VIPs from independent filmmakers to industry veterans to media to film commissioners, while showcasing incentives, production locations, and business and support services.
  - **Other notable items**
    - Hosted a second location scout (1<sup>st</sup> one was June 2014) for an independent feature film that is slated to shoot fall of 2015. Was able to gain access to some tough locations such as the city morgue & large factories

- **Facility Sales & Marketing-Carol McNeal**
  - Explained new look of minutes/attendance
  - On pace with event attendance
  - Alfresco! Fridays will open up with Windy City on April 10<sup>th</sup>
  - Sesame Street Live is back April 2-5
  - Dave Chappelle, first show sold out
  - EP Opera Tosca will be performing in the next couple of days
  - Street Fest Bands were announced: Rob Zombie, Halestorm, and Weezer
  - Two new staff members added to the El Paso Live team
    - Lily Gonzalez – Event Marketing Manager
    - Nic Koppert – Event Coordinator
  - ZZ Top Sold Out
  - Paramore Sold Out
  - Viva El Paso – Still working on the show
- February Event Highlights
  - El Paso Symphony Young People Concerts, February 4-6, Abraham Chavez Theatre, Attendance of 12,089
  - Guys and Dolls Broadway performance, February 11, the Plaza Theatre, attendance of 1,541
  - Mariachi Vargas, February 14, the Plaza Theatre, attendance of 1,982 (Sold Out)
  - Hotel Motel Association Luncheon, February 19, Convention Center, attendance of 127
  - Jack Hanna's "Into the Wild," February 21, Abraham Chavez Theatre, attendance of 1,337
  - El Paso Symphony Orchestra "Classical Mystery Tour," February 27, the Plaza Theatre, attendance of 1,940 (Sold Out)
  - United States Bowling Congress, February pre-tournament activities, Convention Center, attendance of 1,859.
- March Outlook
  - United States Bowling Congress, Convention Center, entire month.
  - El Paso Opera, "Tosca," Abraham Chavez Theatre, March 19 and 21
  - Kids Palooza, Arts Festival Plaza & downtown area, March 28
  - Dave Chappelle (2 Comedy Performances), Abraham Chavez Theatre, March 31

**V. Open Discussion**

**\*Adjourn 5:34 pm**

**\*The next meeting will be on Thursday, April 9th, 2015 at 4:00 PM at the Destination El Paso Board Room**