

## Minutes

### Destination El Paso Advisory Board Meeting

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

Destination El Paso Boardroom

#### Board Members Present

Mica Short  
Bill Ketcherside  
Jay Pritchard  
Danny Padilla

#### Board Members Absent

Pifas Silva  
Dick Behrenhausen  
Irene Silva Pistella

#### Destination EP Staff

Bryan Crowe  
Carol McNeal  
Mauro Monsisvais  
Veronica Castro  
Brooke Underwood  
Leesy McCorgary

#### I. Call to Order

- The meeting was called to order at 4:09 p.m.

#### II. Approval of Minutes

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

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

- Conference USA
  - Destination El Paso hosted an opening reception on Monday, March 10<sup>th</sup>.
  - The Texas Event Trust Fund application was approved and funds will be issued upon completion of the conference.
- We have reached our financial half way point and are gearing up for next year's budgeting process.
- Destination El Paso is currently planning a visit to the Kino Sports complex in Tucson. This complex will serve as the temporary stadium for the El Paso Chihuahuas.
- El Paso Live is preparing for a big Jersey Boys media push. There will be a total of 8 shows. The success of these shows is critical as it plays a large role in determining future shows to El Paso.
- Destination El Paso's annual report is complete and available online as well. The report covers Aug. 2013-Aug.2014

#### IV. Department Updates

##### A. Financials: Bryan Crowe

- Financial Narrative
  - Total revenue for the month of January 2014 was \$204,806 bringing total YTD revenue to \$1,853,935. We are currently pacing ahead by \$87,900.
  - Total expenses for El Paso Live for the month of January 2014 were \$372,883 bringing YTD expenses to \$2,592,267.
  - Total expenses for Visit El Paso for the month of January 2014 were \$219,250 bringing YTD expenses to \$1,184,188.
  - YTD we are experiencing a positive variance of \$24,749.

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

- El Paso Chihuahuas Baseball
  - A trip to Kino Sports Complex is being planned for the first El Paso Chihuahuas game on April 11.
  - It is anticipated that the trip/bus will cost approximately \$200 per person. This cost will include transportation, hotel, dinner, tickets, and a media

night where attendees will meet team members and have photo opportunities.

- 2<sup>nd</sup> Annual El Paso Heritage Tourism Summit
  - The event is scheduled for March 22, 8 am-5 pm.
  - Keynote speakers include
    - Mark Wolf, Chair of the Texas Historical Commission
    - Stephen Brueggerhoff, Extension Specialist of Texas A&M AgriLife
  - The conference will include a variety of educational breakout sessions such as:
    - Understanding the Media
    - Beginners' Guide to Using Social Media
    - Mining Heritage Gems
  - The Visitor Information Staff will attend a 3 hour training session on customer service provided by Stephen Brueggerhoff, Extension Specialist of Texas A&M AgriLife
- Reno Visitor Information Center
  - The Reno visitor information center is now fully functioning and boasts a large television screen, couches, IPADs and a part time staff member to answer questions regarding El Paso and the 2015 tournament.
  - Visitors have the ability to Skype with local staff.
  - In an effort to engage participants and collect emails, Visit El Paso is conducting a giveaway valued at \$175. The giveaway consists of one conference registration.
- CUSA 2014
  - A visitor center with a custom back drop and red carpet has been set up on the main concourse. Attendees have photo opportunities with the Amigo Man and custom back drop.
  - Visitor information is being collected and El Paso information distributed.
  - Visit El Paso hosted a giveaway that included airfare, hotel, and a conference pass for one. The winner was Dawn Braumfield. Braumfield was featured on various local media networks.
- National Tourism Week
  - Scheduled for May 3-11, 2014.
  - A schedule of events is being finalized and will be released upon completion.

### **C. Convention Development: Brooke Underwood**

- Conference USA
  - Teams and officials have been very pleased with all hotel accommodations.
  - A digital campaign ran during the month of February and produced 1.1 million impressions.
  - 90 Lucchese gift certificates were given to all head coaches.
- Convention Development Staff will attend the National Association for Sports Commissions in Oklahoma City. Visit El Paso will be part of "Sports Texas," a group of Texas CVB's. "Sports Texas" will host a special event for meeting planners and to date 32 RSVP's have been received.
- Currently working UTEP on two conventions:
  - Hispanic Science Network, Sept. 2014, 345 room nights
  - Texas Society of Music Theory, Feb. 2015, expected room nights announced in June 2014.
- "Open for Business" Familiarization Tour
  - In conjunction with the City of El Paso, Visit El Paso will host an "El Paso is Open for Business" familiarization tour May 27-30.
  - The FAM agenda will include visits to the new baseball stadium, Zoo, various hotels, Convention Center, etc.

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

- Sun City Sci Fi will take place this weekend and it will be the first time the event is held in the Convention Center.
- Chihuahuas Baseball tickets can now be purchased in the Abraham Chavez ticket box office. This will be the permanent location for their box office.
- The Alfresco! Friday's press conference will be held on Monday, March 17. First Light Federal Credit Union will be recognized as the season title sponsor for the second year in a row. In addition, the bands will be announced.
- El Paso Live placed a full page ad in Pollstar Magazine.
- Online ads with Timesquare Media are being placed for upcoming events.
- Current events
  - Rotary Centennial Dinner, March 22, Convention Center
  - KidsPalooza, March 29 – 30, Arts Festival Plaza and Plaza Theatre
  - Broadway: Bring It On, March 17, Plaza Theatre
  - La Boheme, April 10 & 12, Abraham Chavez
  - Generation 2000, April 5-6, Convention Center
  - Celtic Women, April 10, Plaza Theatre
  - Sesame Street Live, April 17-20, Abraham Chavez
  - Rock of Ages, April 22, Plaza Theatre
  - Beck, April 24, Abraham Chavez
  - George Lopez, may 3, Abraham Chavez

**V. Open Discussion**

**A. Danny Padilla**

- Thanked Destination El Paso for everything they have done in bringing CUSA to El Paso. The City has received great exposure and has been a success for the hotel industry.

**\*Adjourn 5:16 pm**

**\*The next meeting will be on Thursday, April 10, 2013 at 4 p.m.**