

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, March 14, 2013 4:00 p.m.**  
**WestStar Bank Room**

**Board Members Present**

Dick Behrenhausen  
Bianca Licon  
Lilly Limon  
Laurie Paternoster  
Bill Ketcherside

**Board Members Absent**

Danny Padilla  
Mica Short  
Bernie Olivas

**CVB Staff**

Bill Blaziek  
Mauro Monsisvais  
Bryan Crowe  
Leesy McCorgary  
Veronica Castro  
Carol McNeal

**I. Call to Order**

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

**II. General Manager's Update**

- Bill Blaziek introduced guest speakers Ben Fyffe and Kaycee Dougherty with the City of El Paso's Museums and Cultural Affairs Department.
- A motion was made by Dick Behrenhouse and seconded by Lily Limon in support for a funding extension to the Kickstart Program.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- We are currently ahead of budget by \$54,819.
- Total revenue for the month of January 2012 was \$234, 737 bringing total revenue YTD to \$2,528,996.
- Total expenses for CPAC for the month of January 2013 were \$414,237 bringing YTD expenses to \$2,528,996.
- Total expenses for CVB for the month of January 2013 were \$250,690 bringing YTD expenses to \$1,107,771.
- YTD Adjusted Net Profit is \$62,948.

**B. Tourism Development: Veronica Castro**

- El Paso was featured in Family Circle and Texas Monthly as part of a cooperative effort with the State called TX Bound for Food. In addition, the inserts back cover featured a full page El Paso ad. Over 450,000 inserts were distributed via Family Circle and Texas Monthly.
- The department hosted Hernan Duenas, a writer with Semana News in Houston. Semana News is a Hispanic newspaper with a weekly distribution of over 125,000. The article featured general tourist interests as well as El Paso economic development.

**C. Convention Development: Veronica Castro**

- The department is coordinating a site visit for USBC in May. The visit will address construction and venue layout.
- The department is currently planning a meeting with UTEP and the Sports Commission regarding the 2014 Conference USA Tournament.
- Staff will travel to Austin in April to conduct regular sales calls and attend industry meetings.

**D. Facility Sales-Carol McNeal**

- The State of the City Address and In the Mood will both be held on March 24<sup>th</sup>.
- The Plaza Theatre was featured on the cover of the May issue of Venues Today. Venues Today is the leading source of original reporting for live entertainment and events, serving

management, owners and suppliers to music, sports and meetings venues internationally with a distribution of over 105,600 copies yearly.

#### **IV. Open Discussion**

##### **A. Dick Behrenhausen**

- Dick inquired on the attendance of the Home and Garden Show to which Carol reported an attendance of roughly 4,100. Bill Blaziek explained that the show now has a new producer and has elected to conduct a total of 2 shows a year.
- Dick Behrenhausen continues to send Bert Sterling positive articles on El Paso and is working to make El Paso more attractive to the retirement committee in terms of medical and property tax incentives/cuts.

##### **B. Bill Ketcherside**

- Fort Bliss has yet to hear how the new furlough will affect day to day operations.
- Shamrock, the on post Irish pub has been hosting comedy acts regularly that have been increasingly popular amongst the soldiers.

##### **C. Bianca Licon**

- Announced that her church recently hosted a Spring Conference.

##### **D. Bernie Sargent**

- Expressed interest in giving General Pittard the City's congressional award.
- This weekend El Paso will host its first ever Summit. The Summit will promote heritage and history.
- The National Park Service will recognize the Camino Real Tierra Adentro trail as an international trail.
- TXDOT will design concrete murals that will be placed along the river.
- TX Mountain Trail continues to work to keep its funding from the State.
- Concordia Cemetery has received over 59,000 hits on its website and is currently working with a producer on a John Wesley Hardin movie.
- Southwest Airlines gate B-6 will have an image of downtown.
- National Day of the Cowboy is scheduled for July.
- Currently looking to replace buildings in the Downtown Walking Tour brochure and is open to suggestions.

##### **E. Lily Limon**

- Expressed her satisfaction with the Camino Real's service.
- March 8<sup>th</sup> was International Women's Day and the EP Commission for Women inducted 8 women. Plans for the 2014 event are under way and it is expected that over 1,000 will attend the event as they will honor all past honorees.
- Is currently unemployed as she will be running for City Council district 7.

##### **F. Laurie Patternoster**

- Will be busy next week with Spring Break.
- Kidspalooza is scheduled for this weekend.
- The annual museum Scavenger Hunt will kick off April 13<sup>th</sup>.
- Earth Day is scheduled for the month of April.

**\*Adjourn 5:16 pm**

**\*The next meeting will be on Thursday, April 11, 2013 at 4 p.m.**