

Minutes

Destination El Paso Advisory Board Meeting

Thursday March 24, 2016 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Mica Short
Krista Snow
Richard Behrenhausen
Georgina Panahi
Danny Padilla

Board Members Absent

Carol McNeal
Bill Ketcherside
Ismael Legarreta
Jay Pritchard

Destination EP Staff

Bryan Crowe
Lauren Falco
Brooke Underwood
Ryan Lympus
Veronica Castro

Special Guest: Ann Harris, Oklahoma Natural Gas (Mica Short's Guest)

I. Call to Order

- The meeting was called to order at 4:02 p.m.

II. Approval of Minutes

- Motion to approve by Danny Padilla
- Seconded by Dick Behrenhausen

III. General Manager's Update: Bryan Crowe

- **Introductions for District 6 New Appointee, Krista Snow**
- **Introductions for guest, Ann Harris of Oklahoma Natural Gas Co.**

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 2016 was \$174,077 bringing Total YTD revenue budget to \$1,997,565
 - Total expenses for El Paso Live for the month of January 2016 were \$408,958 bringing YTD expenses to \$2,595,476
 - Total expenses for Visit El Paso for the month of January 2016 were \$197,203 bringing YTD expenses to \$1,158,386.
 - YTD we are experiencing a positive variance of \$179,278.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$97,076.
 - Destination El Paso is in a good financial position as we hit midway of the fiscal year.
 - Oishii attendance is picking up, especially on show nights and marketing will be making a big push soon in order to increase attendance.
- **Assistant General Manager: Ryan Lympus**
- February Event Highlights
 - El Paso Symphony Orchestra Young Peoples Concerts, Abraham Chavez Theatre, February 3-5, attendance of 12,147
 - Mexico's Manufacturing Summit, Convention Center, February 10-12, attendance of 893
 - Bobby Bones and the Raging Idiots, The Plaza Theatre, February 12, attendance of 1,806
 - Mariachi Vargas, The Plaza Theatre, February 13, attendance of 1,932
 - Catholic Diocese MRS Dinner, Convention Center, February 25, attendance of 313
 - Adal Ramones, The Plaza Theatre, February 25, attendance of 1,829

- El Paso Symphony Pops Concert, King Michael, February 26, attendance of 1,966
- Susan B. Komen El Paso Race for the Cure, Cohen Stadium, February 28, attendance of 6,240
- **March Outlook**
 - Riverdance 20th Anniversary, the Plaza Theatre, March 4-6
 - Micro Tek Training, Convention Center, March 1-11
 - Joe Satriani, the Plaza Theatre, March 8
 - Home and Garden Expo, Convention Center, March 11-13
 - Carmen, El Paso Opera, Abraham Chavez Theatre, March 10 and 12
 - Milagro Gala, Convention Center, March 18
 - Kids Palooza, Downtown area including Arts Festival Plaza and Plaza Theatre, March 19 and 20
 - MCAD Farmers Market, Pedestrian Walkway, March 19
 - Sesame Street Live, Abraham Chavez Theatre, March 24-27
 - Stomp, the Plaza Theatre, March 30
 - El Paso Chihuahuas/San Diego Padres Luncheon, Convention Center, March 31
- **Sun City Craft Beer Festival**
 - El Paso Live will be working with Sun City Craft Beer Festival Promoter to improve on the festival by adding fun, new quirks & creating a truly unique craft beer experience in downtown El Paso. More to come regarding this in the near future!
- **Summer Programming**
 - El Paso Live is gearing up for 2015 seasons of Alfresco! Fridays, Cool Canyon Nights, Movies in the Canyon, Viva! El Paso, etc.
 - Keep an eye out for the scheduled performances/movies for all series on Facebook, Twitter, Instagram and www.elpasolive.com
- **Borderplex Alliance**
 - Tourism Task Force: 20+ diverse people from around the city who will discuss ways to cohesively create a platform for tourism.
- **Tourism Development: Veronica Castro**
 - Visitors Guide is available & Visit El Paso is very pleased with changes made with new publication
 - "El Paso Up" videos made in house feature locals who talk about how they promote their business & El Paso. Available on YouTube
 - Leeseey McCorgary will be traveling to Calgary in Canada to represent El Paso to travel writers.
- **Over the Edge for the El Paso Zoo**
 - Over the Edge went great! Destination El Paso raised a little over \$1,200 for the El Paso Zoological Society for the event. There was plenty of free press for Amigo and for the company as well as it being fun for everyone involved.
- **National Travel & Tourism Week:**
 - Very excited to have NTTW back the week of May 2-6, 2016. There will be a range of events hosted by Visit El Paso as well as the launch of a brand new website redesign for the Visit El Paso website. Keep up to date with news on Facebook, Twitter & more!
- **Travel:**
 - West Texas Roadtrip: Veronica and Visitor Services Manager, Ivonne Moreno, will be traveling through West Texas, hitting spots like Marfa, Alpine, Presidio & more, to speak to important visitor centers & established businesses in the area. We hope to strengthen relationships with these people in order to bring business to El Paso before visitors head to that area!

- As mentioned in previous meetings, Travel Writer for Canadian Geographic Magazine, Omar Mouallem visited El Paso recently to gather information on hiking/camping & other sites to be seen around the region. After publishing, Visit El Paso received around \$80,000 in free press for the article on El Paso.
- Tourism Task Force
 - 2nd meeting occurred with around 16 participants in attendance. The Force looks to strengthen knowledge of the inventory of the region's assets, customer service training, and attraction development.
- **Convention Development: Brooke Underwood**
 - Late February Travel
 - Sales calls were made in the Austin/San Antonio areas by Rick Madrigal; 7 associates were called upon during this time
 - Notable Mentions:
 - Skeet shooting
 - Interscholastic League
 - Bill Marvin from the Horseshoe Pitchers Association came out to El Paso for a site visit. They're interested in the region to host their annual convention in July 2018, with about 1,400 in attendance and 2 weeks' worth of hotel stay.
 - FAM Tour Spring 2016
 - Looking to pin agenda down for the next Familiarization Tour

V. Open Discussion

- Carol McNeal will be retiring the 1st of April
- Executive Director for Visit El Paso will hopefully be joining mid-April, pending contract particulars
- Tequila, Taco & Cerveza Festival is on sale now and will be on May 21st at Cohen Stadium
- The 2016/17 Season for Broadway in El Paso is almost set and ready to announce, looking at the end of April.

***Adjourn 5:05 pm**

***The next meeting will be on Thursday, April 14th, 2016 at 4:00 PM at the Destination El Paso Board Room**