

## Minutes

### El Paso Convention and Visitors Bureau

### Advisory Board Meeting

Thursday, March 8, 2007, 4:00 P.M.

The Las Palmas and Del Sol Room, El Paso Convention Center

#### Board Members Present

Marilyn Munden  
Fred Jackson  
Lidia Flynn  
Pat Valdez-Rios  
Jane Ratcliff  
Adeline Rogers  
Michael Shoffit

#### Board Members Absent

Cindy Foght  
Bernie Olivas

#### CVB Staff

Bill Blaziek  
Terrie Todd  
Bryan Crowe  
Wendy Garrett  
Pat Genera  
Dana Smith  
Pifas Silva  
Susie Gaines

#### I. CALL TO ORDER

- The meeting was called to order at 4:10 P.M.

#### II. REVIEW OF MINUTES

- Minutes were filed with corrections.

#### III. UPDATES

##### A. Financials: Pat Genera reviewed financials for January.

- Revenues and expenses are on course with budget.

##### B. Convention and Tourism Development: Terrie Todd reported for the month of February.

- Ten leads were generated.
- Six leads were turned definite.
- Eight meetings & events were serviced by our Convention Services Department.
- The Visitor Information Centers assisted 3,282 total visitors. The Ft. Bliss center assisted the majority of the visitors.
- A total of 1759 visitor requests were fulfilled.
- Terrie Todd handed out a sample of the mail-out sent to 256 tour operators who attended the American Bus Association conference in Grapevine by the Tourism Department.
- There is an Austin sales blitz scheduled in April by the CVB Sales Team.
- There was discussion on the effect that the 2008 passport requirement will have on tourism in El Paso, and any proactive things that are being done to prepare tourists who wish to travel by land in to Mexico. It was suggested that a guest speaker be brought in to further discuss this issue with the Advisory Board.

##### C. Performing Arts Venues: Wendy Garrett

- The beginning of March was very busy with Little Joe y La Familia and the Vienna Choir Boys in the Plaza Theatre.
- Looking forward to April performances including Sesame Street Live in the Abraham Chavez Theatre and Chicago in the Plaza Theatre.
- The Plaza Theatre Annex is scheduled to have its grand opening in the next 60 days.
- By next advisory Board meeting, the 2007 – 2008 Broadway season should be announced.
- 8,100 people came through both theatres in the month of February.

**D. Operations and Food and Beverage: Bryan Crowe**

- There were 59 event bookings in February.
- Food & Beverage revenue is on schedule with the budget.
- Food & beverage is also working on updated standard operating procedures, menus and collateral pieces.
- The architectural firm has delivered a preliminary report for the recommended updates to the Abraham Chavez Theatre.

**E. Communications: Pifas Silva**

- The website has received over 59,000 hits in February, a 49% increase from February of 2006.
- The Website has recently seen enhancements to make it more user friendly, and the Spanish language site is now completely translated.
- Some recent media exposure includes the WinStar Derby, Texas vs. the Nation, the El Paso Marathon, and a monthly article in each The El Pasoan and the El Paso Magazine.
- Terrie Todd attended Melina Castro's breakfast and Bill Blaziek is scheduled to speak at the Westside Rotary.

**F. Film Commission: Susie Gaines**

- The Film Commission has generated 35 new leads in February.
- The Film Commission is currently working with Stanton Street Technology Group to update its portion of the web site.
- Current projects filming include a Border Patrol Training Video (shooting since 1/29), and a PBS show "HISTORY DETECTIVES" that will be filming next week. There is an independent film shooting in Las Cruces, but using crew from El Paso. At present, looking for a location for a possible Toyota Tundra commercial (showed example of storyboard).
- Coming up in April will be a Harley Davidson still shoot and the Foreign Press will be filming at the Tigua Indian Reservation.

**IV. GENERAL MANAGERS UPDATE**

- The El Paso Marathon was a success, and the CVB was able to participate to some degree this year, and will be a larger participant in the planning for the 2008 Marathon. The Marathon drew over 1000 participants, locally and outside of the area.
- The new advertising pieces were displayed for the Advisory board to examine, they feature bright colors and encourage people to find out more about El Paso by calling the CVB or hitting the website. The USA Weekend Ad hit over 1.4 million households as part of a collaborative with the state of Texas.

**V. OPEN DISCUSSION**

- Pat Valdez Rios asked about the Focus Group studies that were done, and Terrie Todd responded that there would be a meeting in late march to review the findings, and they would be reported back to this group.
- Fred Jackson thanked Terrie and the staff at the CVB for their help in marketing and supporting the Texas Restaurant Association bringing the Board meeting to El Paso.
- Jane Ratcliff expressed a need for restaurants to open in the Northeast.

**VI. ADJOURN**

- Meeting was adjourned at 5:18 PM.

**\*The next meeting will be on April 12, 2007 at 4 PM.**