

Minutes

Destination El Paso Advisory Board Meeting

Thursday April 10, 2014 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Mica Short
Bill Ketcherside
Jay Pritchard
Pifas Silva
Dick Behrenhausen

Board Members Absent

Danny Padilla
Irene Silva Pistella

Destination EP Staff

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

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

III. General Manager's Update: Bryan Crowe

- USBC
 - Destination El Paso is required to provide a specific amount of parking spots during the conference and will make arrangements to meet those requirements during baseball games.
 - Destination El Paso owns the garage on the corner of Santa Fe and San Antonio and will utilize that space to relocate staff during high traffic times.
- Programming for the Downtown Street Festival is underway.
- Destination El Paso is temporarily managing Cohen Stadium and has begun working on stabilizing the building.
- The next Urban Planning meeting will be held on April 30th. The last meeting proved to be a success and a summary of the meeting will be online shortly.
- No bookings for Viva! El Paso have been made as agreements between the El Paso Community Foundation and the State of Texas have not been finalized.
- CUSA proved to be a huge success and the City of El Paso has reported there to be no financial loss. Media coverage was good and CUSA has will make an attempt to return to El Paso again.
- Lauren Falco is the new Executive Assistant and will be handling the planning for all Advisory Board meetings and other related items.

IV. Department Updates

A. Financials: Bryan Crowe

- Financial Narrative
 - We are now at our annual half way point and are pacing ahead of budget.
 - Total revenue for the month of February 2014 was \$389,166 bringing total YTD revenue to \$2,242,900.
 - Total expenses for El Paso Live for the month of February 2014 were \$344,590 bringing YTD expenses to \$2,936,858.
 - Total expenses for Visit El Paso for the month of February 2014 were \$199,883 bringing YTD expenses to \$1,384,072.
 - YTD we are experiencing a positive variance of \$22,009.

B. Tourism Development: Veronica Castro

- Visitor Information Center

- 15 events were attended in March
- Our attendance at these events is intended to educate locals on all the things to see and do in El Paso.
- A new Facebook page for El Paso Es Tuyo was launched in March and to date has received 1,300 “Likes.” The goal is to reach 5,000 “Likes” by end of Aug.
- It’s All Good EP Digital Ambassador Program
 - A new homepage for www.itsallgoodep.com was launched in April. The intent is to capture users who utilize the #itsallgoodep by sending them an automated message prompting them to become a digital ambassador.
 - To date we have 1,700 active ambassadors with a 24% rate of activity.
 - Richard Madrigal has been hired to assist in the promotion of this movement. Madrigal will attend several city wide events in an effort to garner more digital ambassadors.
- National Tourism Week
 - Scheduled for May 3-11, 2014.
 - Events include the luncheon, educational seminars, proclamations, a rally and more. Additional information regarding all events will be emailed.

C. Convention Development: Brooke Underwood

- Sales Team Travel
 - 15 one-on-one appointments were secured at the National Association of Sports Commissions. Staff returned with two leads with two more expected to be received.
 - Visit El Paso was the exclusive breakfast sponsor at the Dallas Fort Worth Association Executives. In addition, we had a booth on the floor where El Paso information was distributed.
 - Staff is currently attending the Society of Government Meeting Professionals. Visit El Paso will be hosting the evenings dinner where 50 meeting planners will be in attendance. In addition, six sales calls have been secured.
- 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.
- “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

- The Plaza Theatre has been awarded the number one El Paso attraction by Trip Advisor.
- In 2013 the Plaza Theatre and Abraham Chavez Theatre were awarded two of the top venues in the State of Texas.
- The State of the City Luncheon will be held in the Convention Center on April 23rd and will host Mayor Leeser as the speaker.
- Beck and Morrissey sales are doing well.
- The Better Business Bureau Luncheon is scheduled for May 14th in the Convention Center.
- Planning for the various summer series have begun. These events include Alfresco! Fridays, Cool Canyon Nights, Movies in the Canyon and Dancing in the City.
- Jersey Boys tickets are selling as expected. There will be eight shows in five nights.

- Plans for next year's Broadway season have begun and an announcement will be made once shows have been confirmed.

V. Motion to Adjourn @ 5:07 pm

- Motion by Jay Pritchard
- Seconded by Dick Behrenhausen

***The next meeting will be on Thursday, May 8, 2013 at noon in the Convention Center during the Spirit of Amigo Luncheon and Travel Fair.**