

Minutes

Destination El Paso Advisory Board Meeting

Wednesday, April 11, 2018 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Georgina Williams
Rose Lucero
Bernie Olivas
Kerry Doyle
Marianne Rosas
Elvira Galindo

Board Members Absent

Ismael Legarreta
Krista Snow

Destination EP Staff

Bryan Crowe
Brooke Underwood
Veronica Castro

I. Call to Order

- The meeting was called to order at 4:00 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Georgina Williams.
- Seconded by Bernie Olivas.

III. General Manager's Update: Bryan Crowe

- The 2018-2019 Broadway Series was announced last week. The shows that will be coming are The Sound of Music, Finding Neverland, Jersey Boys, Kinky Boots, Evita, Something Rotten and Christmas Wonderland as an add on.

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for February 2018.
- Total revenue for the month of February 2018 was \$378,836 bringing Total YTD revenue to \$3,176,505.
- Total expenses for El Paso Live for the month of February 2018 were \$547,583 bringing YTD expenses to \$3,500,615.
- Total expenses for Visit El Paso for the month of February 2018 were \$349,076 bringing YTD expenses to \$1,662,266.
- YTD we are experiencing a positive variance of \$230,070.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$280,264.
- **Tourism Development: Veronica Castro**
- Veronica, Bryan and Amanda attended SXSW March 10-14, 2018. We had new partners this year with Las Cruces and UTEP.
- We gathered 658 leads from the tradeshow.
- Movemint once again provided El Paso themed pedicabs. We had 10 pedicabs with Amigo Man, Tramway Gondolas, and Regional (El Paso and Las Cruces images) wrapped pedicabs running for two weeks.
- We have two site visits with travel writers occurring May 1-2. Spotlight Travel Network who is confirmed with their convention for April 2019 and we made the short list for Society of American Travel Writers also for 2019.
- TX Highways featured El Paso in an article titled "El Paso's Downtown Resurgence".
- **Convention Development: Brooke Underwood**
- Brooke attended SXSW March 12-13, 2018 and while in Austin conducted interviews for the Austin Sales Manager position. Brooke and Bryan conducted second interviews while in Austin for TTIA Unity Dinner on March 21, 2018.

- Cathy Stevens was a first-timer attending the Experient Envision in Detroit, MI March 14-16, 2018 as part of an SMG co-op. Each destination had a total of (14) pre-qualified appointments and had the opportunity to meet other third-party meeting planners during networking events and education sessions. Attended a mandatory SMG Sales meeting with Gregg Caren, Executive Vice President of Convention & Exhibitions Centers along with other SMG representatives to further our sales knowledge and continue to share the SMG story.
- Christian Lopez traveled to Lubbock, TX to make a bid presentation to Alcoholics Anonymous in hopes of hosting their 2020 Southwest Regional AA Service Assemblies. Attend: 800, Peak: 130, TRN: 353 and EI: \$511,520. Visit El Paso lost to Amarillo due to the convenience of both hotel rooms and meeting space being under one roof.
- Brooke, Cathy, Christian, and Jor all traveled to Austin, TX to attend the Texas Travel Industry Association's Annual Unity Dinner as well as conducted a sales blitz. We were fortunate to have three hotel partners join us, Deanna Pazos, Director of Sales at the Hotel Paso Del Norte, Ernie Hernandez, Director of Sales at the Hotel Indigo, and Tiffany May, Dual Sales Manager for both the Hilton Garden Inn Airport and Homewood Suites. The teams had a total of (18) calls.
- Jor Arcila will travel to attend the National Association of Sports Commissions (NASC) April 22 – 26 in Minneapolis, MN and will also start the process of obtaining his industry designation as a Certified Sports Event Executive (CSEE). As of right now, Jor has requested to meet with over (40) Event Rights Holders from several different sports.
- **Venue and Event Management: Bryan Crowe**
- We are coming up on our busy months with festivals and outdoor events.
- We have added a second day to Sun City Craft Beerfest this year. It will be on the Convention Center Plaza April 21-22.
- Alfresco Fridays and Cool Canyon Nights will start the first week of May.
- Upcoming events
 - Comic Con- April 13-15
 - EPSO- Kurt Weill Festival- April 13-14
 - ZZ Top- April 18
 - SCCBF- April 21-22
 - El Mariachi Los Camperos- April 21
 - Vance Joy- April 24
 - Zoe- April 25
 - Jason Isbell and the 400 Unit- April 26
 - David Sedaris- April 27

***Adjourn 5:15 pm**

***The next meeting will be on Thursday, May 10 at 4:00 PM at the Destination El Paso Board Room**