

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, April 11, 2019 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Kerry Doyle  
Katherine Brennand  
Katie Scott  
Elvira Galindo  
Ismael Legarreta

#### Board Members Absent

Krista Snow  
Bernie Olivas  
Rose Lucero  
Marianne Ayub

#### Destination EP Staff

Bryan Crowe  
Trudy Sweeten  
Brooke Underwood  
Veronica Castro  
Pavlova Sheffield

#### I. Call to Order

- The meeting was called to order at 4:04 p.m.

#### II. Approval of Minutes

- Motion to approve the minutes by Ismael Legarreta.
- Seconded by Katherine Brennand.

#### III. General Manager's Update: Bryan Crowe

- Bryan advised he will attend the Destinations International CEO Summit April 15-18 in Asheville, North Carolina. Several large and small Destination Marketing Organizations attending. This event gives us the opportunity to continue the relation with our peers as well as to bring skill sets back.
- We have been accredited by Destinations International, the process will be completed during their Annual Convention in St. Louis in July.

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for February 2019.
- Total revenue for the month of February 2019 was \$631,523 bringing total YTD revenue to \$3,631,293.
- Total expenses for El Paso Live for the month of February 2019 were \$662,237 bringing YTD expenses to \$4,250,652.
- Total expenses for Visit El Paso for the month of February 2019 were \$233,111 bringing YTD expenses to \$1,913,866.
- YTD we are experiencing a negative variance of \$58,359.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$270,401.
- **Tourism Development: Veronica Castro**
- Wasn't present in the last Advisory Board meeting due to a sales mission trip with the State of Texas to Mexico City, Aguascalientes and Leon where we met with more than 100 tourism operators.
- We also attended SXSW on March 9-13 to represent the region (El Paso, Las Cruces and Ciudad Juarez). 4 companies traveled with us and during our participation we received over 700 leads, most of which were Economic Development related. There was an increase in the number of destinations present at the show.
- Dick Behrenhausen asked what was it that people found most attractive throughout the event. Bryan answered that the 3D Hologram projection and UTEP's 3D printing. Veronica added that people were also very interested in Virgin Galactic and food printing.

- For the show we also had Pedicabs wrapped with Amigo Man to promote El Paso. As part of the marketing strategy each pedicab driver wears our shirt and when people ride them, they give them information about the city.
- There has been a small delay on the Chihuahua Visitor Center because of some discontent expressed by merchants in the mall. We have clarified the situation and told them the kiosk's main purpose is to promote El Paso as a destination. We are expecting for this to move forward in May.
- Advertising in Torreon and Chihuahua will be put on hold because of the wait in the lines to cross to El Paso. For now, the efforts will be concentrated in advertising Neon Dessert.
- Maegan Hruby, our Tourism Marketing Manager, had a goal of putting 5 itineraries in tour operators' guides and she is currently in the 6<sup>th</sup>. The most recent ones were the Copper Canyon and Road Scholar magazines.
- Celebrating El Paso National Travel and Tourism Week Luncheon will be May 9<sup>th</sup> in the Convention Center. This year the Spirit of Amigo Award will be given to Dr. Diana Natalicio to celebrate all the work she has done for the community.

#### **Convention Development: Brooke Underwood**

- Rah Shakir, Convention Sales Manager, traveled to Atlanta to the Conference Direct Tradeshow from March 3 -7 and came away with 5 prospects. This was our first time in the event, but we will include it in our regular travel rotation.
- Cathy Stevens, Senior Convention Sales Manager, attended the Experient Envision Tradeshow on March 13-15 and met with 16 individual Experient representatives.
- Ernie Hernandez joins our team as our National Convention Sales Manager. He has a great professional background and experience in the field, having last served as the Director of Sales and Food & Beverage at downtown's Hotel Indigo.
- Texas Association of Museums was April 2-5 and we had over 300 people in attendance. We received a great feedback from both the organizers and the attendees. As part of the schedule they had several visits planned; they went to the Museum of Art, the Museum of History, UTEP and The Plaza Theatre. A video testimonial was made for the event and should be ready to watch soon.
- Minor League Baseball Innovators Seminar Site Visit was March 4-6. We had four team members from the Minor League Baseball complete three days of touring, which included the Convention Center, Arts Festival Plaza and Plaza Theatre and meetings with downtown hotels.
- Sports Sales Manager is traveling to Colorado Springs to attend the Association of Chief Executives for Sport Conference April 16-19.
- Dick Behrenhausen asked who the Sports Sales Manager was. Brooke answered it is Josele Diaz who was recently hired.
- USA CRITS was March 30<sup>th</sup>. The event was a success, we had a lot of spectators in the morning. It was a major undertaking since both planning and execution were on our end.
- Katherine Brennand asked what the organizers' thoughts are. Brooke answered that the professional teams are already asking for next year dates and the organizers are extremely happy with the results. Bryan added that even though the feedback has been positive, we are going to continue to look into how to get more involvement and trying to come up with ideas of how to engage more partners.
- Ismael Legarreta asked if there was enough light for the racers at night. Bryan answered that there was enough light and added that racers get a chance to do the tour beforehand in order to map the circuit.
- Dick Behrenhausen asked what does CRIT stand for. Bryan answered it stands for Criterium, a more detailed explanation can be found in their website.
- Ismael Legarreta asked what kind of reaction we had from merchants in the area. Bryan answered that we had spoken with them in advance on how the event would work and we

spoke to them as a follow up. There were no complaints, the people built up around different areas and several businesses were able to benefit from this. Despite this, we still want to explore options on how to engage more people and maybe have other events happening at the same time.

- **Venue and Event Management: Trudy Sweeten**
- Sun City Craft Beer Fest was March 30<sup>th</sup> and 31<sup>st</sup>. We had 170 craft beers to sample and there were some changes compared to last year. We moved the VIP area and enhanced it with several activities. The attendance for this event was of 5,285 people and we had 6 mayor sponsors.
- A CNN interview with Beto O'Rourke was filmed in the Plaza Theatre on April 8<sup>th</sup>, as part of the "The Axe Files" show.
- Upcoming events
  - Texas Association of Museums, April 2-5
  - Something Rotten, April 2-3
  - Comic Con, April 12-14

**\*Adjourn 5:15 pm**

**\*The next meeting will be on Thursday, May 9, 2019 at 11:00 AM at the Destination El Paso Board Room.**