

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, April 12, 2012 4:00 p.m.**  
**El Paso Room**

**Board Members Present**

Bernie Sargent  
Kay Mooy  
Joe Daubach  
Betsy Behrenhausen  
Laurie Paternoster  
Terry Guerra, Emeritus  
Marilyn Munden, Emeritus  
Joe Frandina, Emeritus  
Elvia Hernandez

**Board Members Absent**

Getsemani Yanez  
Bernie Olivas  
Yolanda Torres

**CVB Staff**

Bill Blaziek  
Carol McNeal  
Bryan Crowe  
Brooke Underwood  
Mauro Monsisvais  
Veronica Castro  
Leesy McCorgary

**I. CALL TO ORDER**

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

**II. General Manager's Update**

- Bill Blaziek introduced County Judge, Veronica Escobar who discussed key projects on the County level.
- El Paso was very successful in defeating San Marcos, Buffalo, and Cleveland during the SOME 2012 Facebook voting. We will most likely face Milwaukee in the final round which is decided by the organization. Strong community support lead El Paso to be the first city to reach over 10,000 votes.
- The Strategic Communications Task Force composed of 30 key community leaders selected an advertising agency that will work on developing a positive image for El Paso on a national level. The agency named is Mithoff Burton Partners in conjunction with DCI, a New York agency. Both will work together to combat the negative perception El Paso has.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- Total revenue generated for February 2012 was \$554,608. We are \$29,416 over anticipated YTD budget.
- Total operating expenses for February 2012 were \$676,111. We are \$101,085 under budget.
- As we reach the half-way point for the fiscal year we are currently at a good place in the cycle.

**B. Facility Sales & Marketing: Carol McNeal**

- Attendance in CPAC facilities has increased over 10,000 from this time last year.
- The Plaza Theatre has been ranked #31 in the world for ticket sales. It was listed on the front page of "Hot Ticket."
- CPAC has just secured a 10 year marquee sponsorship with WestStar Bank.

**C. Operations and Food and Beverage: Mauro Monsisvais**

- Revenue in Food and Beverage for the month of March 2012 was \$130,700.
- Highlights for the month of March included the UMC Gala and Kevin Hart.

**D. Convention Development : Brooke Underwood**

- The Convention Development team worked diligently to secure SOME 2012 votes.
- The department hosted the executive director for Grant Makers for Children, Youth and Families. The expectation is that this relationship will open the door to other grant maker organizations.
- A bid for the West Texas Pharmacy Association is currently being developed and Ashley Petry will attend the 2012 attendance booster in Midland and develop a relationship with the Texas State Pharmacy Association during that visit.

**E. Tourism Development: Veronica Castro**

- The department hosted a French Canadian film crew for 10 days. The crews focus was El Paso attractions and the footage will be used on Canal Envision's show "15 reasons to visit." Canal Envision is Quebec's Travel Channel.
- The Chihuahua media Familiarization Tour held earlier this year has provided El Paso in over \$50,000 worth of free media. The articles highlighted local attractions.
- The National Tourism Week Luncheon & Travel Fair will be held on May 10<sup>th</sup> from 11 am- 2 pm.

**IV. Open Discussion**

- Bill Blaziek informed the group that the Oasis Bistro & Lounge will now be offering patio burgers every Wednesday.
- Marilyn Munden thanked the CVB for its support of the UTEP Womens Softball Tournament and explained that it was a well-attended and successful event.
- Joe Daubach discussed this years Soccer tournament where 175 teams will be present compared to 140 last year. This has been possible because of the 5 new fields.
- Elvia Hernandez invited the group to attend the Humanitarian Award event on August 26<sup>th</sup> at the Camino Real Hotel.
- Bernie Sargent
  - Currently working on a new site-mygeoreader.com. A corresponding application is available on the Android market and will be available for iPhone users in 30 days. The site encompasses landmarks and allows the user to listen to information while driving.
  - A Trost dedication is being held on April 12<sup>th</sup> and will host 3 members of the Trost family.
  - The Magoffin Home will unveil its renovations on June 2<sup>nd</sup> with a visit from Susan Magoffin.

**V. ADJOURN**

- Meeting was adjourned at 4:57 PM.

**\*The next meeting will be on Thursday, May 10, 2012 at 11 a.m. during the National Tourism Week Luncheon & Travel Fair.**

