

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, April 13, 2017 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Bernie Olivas  
Rose Lucero  
Krista Snow  
Georgina Panahi  
Martin Bartlett

#### Board Members Absent

Lane Gaddy  
Ismael Legarreta

#### Destination EP Staff

Bryan Crowe  
Ryan Lympus  
Brooke Underwood  
Veronica Castro  
Amanda Fernandez

#### I. Call to Order

- The meeting was called to order at 4:30 p.m.

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

- Bryan gave a brief update on SXSW; a full report will be given to the board at the next meeting.
- Georgina Panahi asked if El Paso hotels experienced an impact from the Garth Brooks concert and would we be able to host a similar concert once the arena is built. Bryan responded that some Westside hotels were contacted to be used as overflow. Bryan commented that the arena will be able to attract similar concerts and some shows may rotate venues in El Paso and Las Cruces depending on their needs; having a variety of venues will help attract more concerts and shows to El Paso.

#### III. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for February
  - Total revenue for the month of February 2017 was \$344,191 bringing Total YTD revenue is \$2,860,375.
  - Total expenses for El Paso Live for the month of February 2017 were \$575,583 bringing YTD expenses to \$3,391,577.
  - Total expenses for Visit El Paso for the month of February 2017 were \$306,752 bringing YTD expenses to \$1,484,770.
  - YTD we are experiencing a negative variance of \$92,413.
  - YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$38,827.
- **Tourism Development: Veronica Castro**
- Veronica distributed two articles written by Liz Mays from Eat Move Make on the El Paso Mission Trail and the Franklin Mountains State Park. Liz is a blogger who visited El Paso along with 3 other bloggers in March.
- Veronica mentioned she will have 13 travel writers, 3 travel agents, and an executive from TAR Aerolineas attending the FAM which will be May 3-5.
- National Tourism Week is May 7-12 and all board members are invited to attend the luncheon on May 11 at 11:30 a.m. inside the Convention Center.
- SXSW was March 8-16 and El Paso was branded on 10 pedicabs, we had a booth at the TradeShow which was March 12-15 and we sponsored an El Paso Cultural Event on March 16 and served Chicos Tacos. A full report on SXSW will be presented at the next board meeting.

- **Convention Development: Brooke Underwood**
- Visit El Paso had a booth at Destination Marketing Association International Showcase in Washington D.C. March 1-3. Brooke and Bryan attended this event.
- Brooke attended the National Association of Sports Commission in Sacramento and partnered with Eric Storrie, Associate Deputy Director, Parks and Special Events Division for the County of El Paso. They had 20 appointments, received 4 RFPs and 1 FAM invite that came through a networking event.
- Perry Currier attended the Dallas/Ft. Worth Association March 19-21 and hosted a breakfast for 200 members.
- Brooke, Veronica, and Ivonne attend Texas Travel Counselors Conference/Travel Fair in Amarillo April 10-12. The group will be in El Paso in 2018.
- Visit El Paso hosted Kristen Joyner, Executive Director of the South West Transit Association. El Paso was shortlisted along with Kansas City, MO to host the 2018 Annual Convention. Attend: 200, Peak: 150, TRN: 515 and EI: \$127,880.
- Brooke reported there were 18 leads generated in the month of March 2017, representing 5,600 in total attendance and 17,834 total room nights.
  
- **Assistant General Manager: Ryan Lympus**
- Ryan discussed all the events occurring in the Month of April and May.
  - Sesame Street will have 6 shows Easter weekend inside the Chavez Theatre
  - Comic Con will be in the Convention Center April 21-23
  - Shen Yen will be performing in the Plaza Theatre April 23-24
  - Sun City Craft Beer Fest will be on the Convention Center Plaza April 28
  - Tacos, Tequila, and Cerveza will be at Cohen Stadium May 6
  - Phantom of the Opera will be at the Plaza Theatre May 3-14 and all Advisory Board members can save 25% on several performances.
- The 2017-2018 Broadway Series will be announced the week of April 17<sup>th</sup>

**\*Adjourn 5:00 pm**

**\*The next meeting will be on Thursday, May 11 at 4:00 PM at the Destination El Paso Board Room**