

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday April 14, 2016 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Mica Short  
Richard Behrenhausen  
Georgina Panahi  
Danny Padilla  
Ismael Legaretta  
Bill Ketcherside

#### Board Members Absent

Krista Snow  
Jay Pritchard

#### Destination EP Staff

Bryan Crowe  
Brooke Underwood  
Ryan Lympus  
Veronica Castro  
Lauren Falco  
Jeff Hentz

#### I. Call to Order

- The meeting was called to order at 4:05 p.m.

#### II. Approval of Minutes

- Motion to approve by Dick Behrenhausen
- Seconded by Ismael Legaretta

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

- **Introductions for Jeffrey Hentz, Executive Director of Visit El Paso**
  - Coming from Daytona, Florida, Jeff has around 30 years dedicated to the tourism industry, working for cruises, Yosemite Park, and Daytona Beach
  - Believes there's a great potential in El Paso and is excited to work with this "sleeping giant"

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
  - The numbers below represent the beginning of the 2015 fiscal year.
  - Total revenue for the month of February 2016 was \$283,314 bringing Total YTD revenue budget to \$2,280,878
  - Total expenses for El Paso Live for the month of February 2016 were \$471,132 bringing YTD expenses to \$3,066,614
  - Total expenses for Visit El Paso for the month of February 2016 were \$207,947 bringing YTD expenses to \$1,366,331.
  - YTD we are experiencing a negative variance of \$28,675.
  - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$161,002.
- **Assistant General Manager: Ryan Lympus**
- March Event Highlights
  - Riverdance 20th Anniversary, the Plaza Theatre, March 4-6, attendance of 3,673
  - Micro Tek Training, Convention Center, March 1-11, attendance of 1,864
  - Joe Satriani, the Plaza Theatre, March 8, attendance of 906
  - Home and Garden Expo, Convention Center, March 11-13, attendance of 6,729
  - Carmen, El Paso Opera, Abraham Chavez Theatre, March 10 and 12, attendance of 3,328 (3 perf.)
  - Milagro Gala, Convention Center, March 18, attendance of 707
  - Kids Palooza, Downtown area including Arts Festival Plaza and Plaza Theatre, March 19 and 20 attendance of 340 and 459
  - MCAD Farmers Market, Pedestrian Walkway, March 19, attendance of 1,839

- Sesame Street Live, Abraham Chavez Theatre, March 24-27, attendance of 5,344 (6 performances)
- Stomp, the Plaza Theatre, March 30, attendance of 1,726
- El Paso Chihuahuas/San Diego Padres Luncheon, Convention Center, March 31, attendance of 560
- April Outlook
  - Riverdance 20th Anniversary, the Plaza Theatre, March 4-6, attendance of 3,673
  - Micro Tek Training, Convention Center, March 1-11, attendance of 1,864
  - Joe Satriani, the Plaza Theatre, March 8, attendance of 906
  - Home and Garden Expo, Convention Center, March 11-13, attendance of 6,729
  - Carmen, El Paso Opera, Abraham Chavez Theatre, March 10 and 12, attendance of 3,328 (3 perf.)
  - Milagro Gala, Convention Center, March 18, attendance of 707
  - Kids Palooza, Downtown area including Arts Festival Plaza and Plaza Theatre, March 19 and 20 attendance of 340 and 459
  - MCAD Farmers Market, Pedestrian Walkway, March 19, attendance of 1,839
  - Sesame Street Live, Abraham Chavez Theatre, March 24-27, attendance of 5,344 (6 performances)
  - Stomp, the Plaza Theatre, March 30, attendance of 1,726
  - El Paso Chihuahuas/San Diego Padres Luncheon, Convention Center, March 31, attendance of 560
- Sun City Craft Beer Festival
  - El Paso Live will be working with Sun City Craft Beer Festival Promoter to improve on the festival by adding fun, new quirks & creating a truly unique craft beer experience in downtown El Paso.
- New Catering Menu
  - With the help of our brand new chef, Carlos Solis, we've re-vamped the catering menu for Destination El Paso. New menu items give our catering a brand new taste & fresh look!
- **Tourism Development: Veronica Castro**
- National Travel & Tourism Week:
  - May 1-7, 2016 will be the National Travel & Tourism Week for Visit El Paso! Throughout the week, there will be events, luncheons, and awards given to those who give endlessly to the Tourism industry of El Paso. All events are free & a Plaza Tour will be given with a brown bag lunch to those attending. We hope to see everyone out!
- **Convention Development: Brooke Underwood**
  - No Report

**V. Open Discussion**

- Currently in the recruiting process for the Director of Marketing and working with HR to establish a new organizational flow to the administration.

**\*Adjourn 4:28 pm**

**\*The next meeting will be on Thursday, May 12th, 2016 at 4:00 PM at the Destination El Paso Board Room**