

Minutes

**El Paso Convention and Visitors Bureau
Advisory Board Meeting
Thursday, May 10, 2007, 4:00 P.M.
Oasis Lounge, Plaza Theatre Annex**

Board Members Present

Marilyn Munden
Cindy Foght
Lidia Flynn
Fred Jackson
Jane Ratcliff
Bernie Olivas
Michael Shoffit

Board Members Absent

Pat Valdez-Rios
Adeline Rogers

CVB Staff

Bill Blaziek
Terrie Todd
Bryan Crowe
Pifas Silva
Pat Genera
Wendy Garrett
Carol McNeal

I. CALL TO ORDER

- The meeting was called to order at 4:10 p.m..

II. REVIEW OF MINUTES

- Minutes were filed as presented

III. UPDATES

A. Financials: Pat Genera reviewed financials for March.

- Revenues & Expenses continue to stay on course with budget.

B. Convention and Tourism Development: Terrie Todd reported for the month of April.

- 5 leads were issued representing 625 attendees, 665 room nights and an economic impact of \$399,625
- 5 leads were turned definite representing 503 attendees, 320 room nights and an economic impact of \$321,618.00
- The bureau assisted 3 conferences in El Paso in May:
Texas State Teachers Association – State Conference
American Association of Airport Executives – Regional Conference
League of United Latin American Citizens - State Conference
- 3 Site Visits for May included Wes Guidry, CMP with the Vietnam Veterans Association, Sandy Lawrence with Fan Association of North America and Amy Swank with Texas Economic Development
- The Tourism Department is preparing for National Tourism Week with a weeks worth of activities beginning May 14th – 19th. Ticket sales are going well for the 5th Annual Spirit of Amigo luncheon & Travel Fair on May 17th. May 16th, the Mayor's Tourism/Quality of Life Lyceum will host a Tourism Summit in the morning for local organizations to present their ideas and attractions and the El Paso CVB will host the regional portion in the afternoon, and hear presentations from Juarez, MX, Southern NM and West Texas.

C. Performing Arts Venues Wendy Garrett reported:

- Attendance in both theatres for April was 20,558 :
(Plaza 6,193 & Chavez 14,365)
- Year to date attendance is 142,500:
(Plaza 78,403 & Chavez 64,147)
- Performances for April in both theatres were 16:
(Plaza 5 & Chavez 11)
- Year to date performances are 104 in both theatres:
(Plaza 59 & Chavez 45)

D. Operations and Food and Beverage: Bryan Crowe

- The CPAC event Sales & Servicing department is working on all off the new opportunities at the Plaza Theatre with the opening of the annex. The Philanthropy Theatre, the Rooftop Garden and the Oasis Lounge are wonderful additions to the CPAC campus of facilities.

E. Communications: Pifas Silva

- 64,472 visitors to the website in April
- \$75,921.32 media value received in April and year to date that number is \$731,285.
- Releases for the month included Texas State Teachers Association, National Tourism Week, Mayor's Tourism Cabinet Summit, and the Equestrian.
- May's edition of the El Paso Magazine and the El Pasoan were distributed to all Board members for their review.
- Cathy Countiss, Convention Development Sales Manager attended the Rotary Club of El Paso weekly meeting to promote ticket sales for the Spirit of Amigo luncheon & Travel Fair.
- Next month the El Paso CVB Advisory Board will receive a report on the Nexus Lexus program that tracks publicity for El Paso.

F. Film Commission: Susie Gaines

- Wrapped 3 documentaries (Border Patrol, Military Training, Foreign Press); 1 Commercial (Harley); 2 Television Projects (Court TV, National Parks Pilot)
- Scouted with Time Frame Films & Bednarz.
- Current filming (May): Bednarz Productions filming a Texas Tourism Commercial and Court TV. End of the month will be a Ft. Bliss Army Reserve shoot.

IV. GENERAL MANAGERS UPDATE

- Bill complimented Bryan Crowe for his dedication and leadership in completing the Plaza Theatre Annex construction. The annex is now open which includes the Philanthropy Theatre, the Oasis Lounge, and the Rooftop Garden.

The Advisory Board was given a tour of the entire annex.

VI. ADJOURN

- Meeting was adjourned at 5:15PM.

***The next meeting is scheduled for Thursday, June 14th at 4 p.m.**