

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday May 19, 2016 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Mica Short  
Richard Behrenhausen  
Georgina Panahi  
Danny Padilla  
Krista Snow

#### Board Members Absent

Bill Ketcherside  
Jay Pritchard  
Ismael Legaretta  
Lauren Falco

#### Destination EP Staff

Bryan Crowe  
Brooke Underwood  
Ryan Lympus  
Veronica Castro  
Maria Schneider

#### I. Call to Order

- The meeting was called to order at 4:07 p.m.

#### II. Approval of Minutes

- Motion to approve by Dick Behrenhausen
- Seconded by Georgina Panahi

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

- Comments on Jeff Hentz:
  - Jeff Hentz will no longer take on the role for Executive Director of Visit El Paso, as a family matter arose. Currently not actively recruiting any candidates; DMO experience is preferred.
  - Maria Schneider, formerly the Event Marketing Manager for El Paso Live, has taken on the role of Marketing Director for Destination El Paso.

#### 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 March 2016 was \$500,641 bringing Total YTD revenue budget to \$2,781,520
  - Total expenses for El Paso Live for the month of March 2016 were \$538,944 bringing YTD expenses to \$3,605,508
  - Total expenses for Visit El Paso for the month of March 2016 were \$240,265 bringing YTD expenses to \$1,606,596
  - YTD we are experiencing a negative variance of \$57,535
  - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$107,675
- **Assistant General Manager: Ryan Lympus**
- April Highlights
  - Elegant Penguin Health and Family Expo, Convention Center, April 2, attendance of 1,972
  - Texas Tech Red Raider Rally, Convention Center, April 4, attendance of 560
  - Texas State Teachers Association Conference, Convention Center, April 6-10, attendance of 1,912 over 4 days
  - El Paso Comic Con, Convention Center, April 15-17, attendance of 5,956
  - Latin Comedy Jam, Abraham Chavez Theatre, April 16, attendance of 917
  - Herbalife Conference, Convention Center, April 22-24, attendance of 1,349 over 3 days
  - Harry Connick, Jr, April 23, attendance of 1,956
  - Volbeat, Abraham Chavez Theatre, April 25, attendance of 1,025

- Joseph and the Technicolor Dream Coat, Plaza Theatre, April 26, attendance of 1,437
- YWCA Women’s Luncheon, Convention Center, April 28, attendance of 920
- Sun Bowl Association Officer Installation Reception, Convention Center, April 28, attendance of 68
- El Paso Symphony Orchestra Performances, Plaza Theatre, April 29-30, attendances of 1,241 and 1,253
- Sun City Craft Beer Fest, Convention Center Plaza, April 30, attendance of 2,573
- May Events
  - 2nd Annual Hospitality Ambassador Awards Luncheon, Convention Center, May 4
  - Raul Di Blasio, Plaza Theatre, May 5
  - Marisela, Plaza Theatre, May 6
  - Alfresco Fridays!, Convention Center Plaza May 6, 13, 20 and 27
  - Pink Floyd Laser Show, Abraham Chavez Theatre, May 7
  - SISD Teacher of the Year, Convention Center, May 7
  - U.S. Border patrol Graduation, McKelligon Canyon Pavilion, May 10
  - UTEP MBA Graduation, Plaza Theatre, May 12
  - Cool Canyon Nights, McKelligon Canyon Amphitheatre, May 12, 19, 26
  - Celtic Woman, Plaza Theatre, May 13
  - EPSYO Finale, Plaza Theatre, May 14
  - Greater El Paso Chamber of Commerce, State of the City Dinner, Convention Center, May 18
  - Paul Lee Foster School of Medicine (TTUHSC) Commencement, Plaza Theatre, May 20
  - Gayle Grieve Hunt School of Nursing (TTUHSC) Commencement, Plaza Theatre, May 21
  - Cathedral High School Graduation, Abraham Chavez Theatre, May 21
  - Tequila, Tacos and Cerveza Fest, Cohen Stadium, May 21
  - Loretto Graduation, Abraham Chavez Theatre, May 22
  - City of El Paso Dance Fest, Plaza Theatre, May 22
  - Better Business Bureau Luncheon, Convention Center, May 25
  - British Ballet, Plaza Theatre, May 28
- **Tourism Development: Veronica Castro**
- Travel Writers
  - MLB Blogger (Travel Writer) Malcolm Macmillon of “MLB Blog Network” visited El Paso to visit the stadium & discuss the great stuff happening in El Paso.
  - Patrick Mreyen of Trip Dreaming also visited recently.
  - 4 more travel writers expected in June including writers with Allegiant Airlines from Vegas & San Diego
- West TX Trip – Marfa, Alpine & Terlingua
  - The purpose is to learn more about the assets of these TX towns and how we can work together to promote tourism to the Permian Basin. We will be sponsors for VIVA Big Bend (July 27-29). Looking to hold a FAM tour for representatives from these cities and more to experience El Paso.
- AMDEM (DMOs for Mexico)
  - June 1-4, 2016 in Mexico; Visit El Paso is sponsoring the breakout sessions and Veronica will be presenting in a panel with Las Cruces and Juarez.
  - Hosting a mini post tour in El Paso, with guests staying at the Indigo Hotel.
- **Convention Development: Brooke Underwood**
- Travel
  - Rick Madrigal attended the National Association of Sports Commissions (NASC) April 4-7, 2016 in Grand Rapids, MI. He had 27 appointments – gave out a 1-sheet

and Chihuahuas sports gear, Rick attended educational classes to include the Certified Sports Event Executive Course (CSEE – Certification for Experience Sports Tourism professionals seeking continuing education and professional development in this field).

- Notable appointments include:
  - USA Cycling
  - International Senior Softball Association – hosting (2) for the FAM
  - National Federation of State High School Association.
- Potential Calls to Colorado Springs:
  - Glazer Football Clinics
  - National Roller Hockey
  - National Jr. Athletic Association
  - National Strength and Conditioning Association
  - National Wheelchair Basketball Association
  - Running USA
  - USA Judo
  - USA Swimming
  - USA Weightlifting
- Film Commission
  - Susie Gaines traveled to Burbank, CA to attend the (3) day Association of Film Commissioner's Locations Expo at the Marriott Airport as part of a co-op with (8) TX film commissions: Austin, San Antonio, Dallas, Houston, Brownsville, and Ft. Worth. AFCL Locations Expo is the longest running film industry trade show, held in LA, CA annually with an attendance of approx. 375 members. Traffic through their "NEW" booth was qualified and experienced industry & Department heads (Exec Producers, Prod Managers, as well as Location Managers). Besides the tradeshow, Susie attended client meetings, continuing educational classes, as well as networking – she walked away with an easy (20) leads.

**V. Open Discussion**  
**\*Adjourn 5:18 pm**

**\*The next meeting will be on Thursday, June 9th, 2016 at 4:00 PM at the Destination El Paso Board Room**