

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, May 9, 2019 11:00 a.m.

Destination El Paso Boardroom

#### Board Members Present

Bernie Olivas  
Katherine Brennand  
Ismael Legarreta  
Katie Scott  
Elvira Galindo  
Rose Lucero

#### Board Members Absent

Krista Snow  
Marianne Ayub  
Kerry Doyle

#### Destination EP Staff

Bryan Crowe  
Trudy Sweeten  
Pavlova Sheffield

#### I. Call to Order

- The meeting was called to order at 11:03 a.m.

#### II. Approval of Minutes

- Motion to approve the minutes by Elvira Galindo
- Seconded by Katherine Brennand.

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

- Today we will be brief since, as you are aware, we are celebrating National Travel and Tourism Week this week and today we are having our luncheon. During this event we present the highlights from the past year and recognize people who have stood out in the hospitality, travel and tourism sector.

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for March 2019.
- Total revenue for the month of March 2019 was \$1,012,103 bringing total YTD revenue to \$4,643,389.
- Total expenses for El Paso Live for the month of March 2019 were \$1,024,588 bringing YTD expenses to \$5,275,232
- Total expenses for Visit El Paso for the month of March 2019 were \$339,662 bringing YTD expenses to \$2,253,529.
- YTD we are experiencing a positive variance of \$132,688
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$385,524.
- These past weeks we were in meetings with the Office of Management and Budget for fiscal year 2020.
- We will have our Budget Hearing in late June.
- **Tourism Development: Bryan Crowe on behalf of Veronica Castro**
- We've cleared hurdles regarding our Visitor Center in Chihuahua Mexico, and we are moving forward with the construction.
- We have put a temporary hold on our advertising in Chihuahua since we found it to be counterintuitive due to the wait in lines. We have been only promoting Neon Desert Music Festival.
- Nora Ochoa, Visitor Services Manager, traveled to the Texas Travel Counselors Conference in Houston, Texas and met with 50 Texas Travel Counselors and representatives from other organizations.
- We've experienced a big growth in our U.S. Conversions.
- Rose Lucero asked about conversions. Bryan answered we have different ways to measure conversions, depending on different factors.
- We try to make sure each advertisement targets a specific segment.

- **Convention Development: Bryan Crowe on behalf of Brooke Underwood**
- Josele Diaz, our Sports Sales Manager, traveled to Colorado Springs for the ACES Conference and met with CEOs of the different USA Sports National Governing Boards.
- We will have to adjust our sports goals for 2020 since CRITS has increased our numbers.
- A CNN interview with Beto O'Rourke was filmed in the Plaza Theatre as part of the "The Axe Report with David Axelrod".
- We are preparing for the El Paso 2 Day Movie Challenge. We will send you further information.
  
- **Venue and Event Management: Trudy Sweeten**
- Katherine Brennand asked about the F&B revenue goal. Bryan answered that it is lower because The Lion King last year increased that number.
- 2019-20 Broadway Season was just announced. We are expecting an increase in the number of subscribers, around 2,000.

**\*Adjourn 11:31 am**

**\*The next meeting will be on Thursday, June 13, 2019 at 4:00 PM at the Destination El Paso Board Room**