

Minutes
Destination El Paso Advisory Board Meeting
Thursday June 12, 2014 4:00 p.m.
Destination El Paso Boardroom

Board Members Present

Danny Padilla
Pifas Silva
Jay Pritchard

Board Members Absent

Mica Short
Dick Behrenhausen
Irene Silva Pistella
Mica Short

Destination EP Staff

Bryan Crowe
Carol McNeal
Mauro Monsisvais
Veronica Castro
Brooke Underwood
Lauren Falco

I. Call to Order

- The meeting was called to order at 4:12 pm

II. Approval of Minutes

- Did not meet quorum
- No approval of minutes

III. General Manager's Update: Bryan Crowe

- **General Updates**
 - April was the highest month for Destination El Paso, reaching \$477,000.
- We are currently in a good financial position although there has been changes in programming throughout the year:
 - Viva El Paso is not on schedule for this year and we will not be receiving revenue from its operation for 2014. This loss is recoverable and it reduced expenses to Destination El Paso.
 - Also, there are currently limited operations for the Oasis, which is now only open to cater for events and for shows at the Plaza. There will eventually be a retail shop at the Oasis
- Destination El Paso is currently planning to open a food trailer located in the Plaza of the Convention Center. It will be open for special events and serve "street food" in order to give the attendees more options for food. There has not been a name decision yet. It should be operational in the week of June 16th; might have a soft opening.
- Urban Planning
 - We are currently managing all communication with HKS Urban Design
 - There will be community meetings in order to speak about the three signature projects: the Cultural Center, the Special Events Center, and The Kids Center.
 - We will have a Spanish/English translator at said meetings in order to engage everyone in the HKS process.
 - We will try to maximize the 205 million dollars taxpayers will pay in order to build these future projects.

IV. Department Updates

A. Financials: Bryan Crowe

- Financial Narrative
 - Total revenue for the month of April 2014 was \$477,256 bringing total YTD revenue to \$3,092,251. We are currently pacing behind by \$83,882.
 - Total expenses for El Paso Live for the month of April 2014 were \$488,918 bringing YTD expenses to \$3,905,678.

- Total expenses for Visit El Paso for the month of April 2014 were \$204,472 bringing YTD expenses to \$1,842,547.
- YTD we are experiencing a negative variance of \$86,638.

B. Tourism Development: Veronica Castro

- FAM Tour
 - The FAM Tour encouraged travel writer, Marsha Dubrow, to write 4 stories about El Paso: a \$10,225 value.
- Texas Monthly
 - In Texas Monthly, we were featured in the May issue as a way to spend a weekend in Texas. It featured the ballpark and restaurants and attractions. We had one ad in the same issue for \$6,000, but the article written about us cost upwards of \$180,000.
- Visitor Guide for Chihuahua
 - A \$5,000 dollar investment was made in a Visitor's Guide highlighting hotels, the outlet malls, restaurants, etc. This will be for the Chihuahua area in Mexico and will be sent out to around 10,000 houses. There have been 30,000 printed.
 - This will run throughout the summer and there will be another one made for the fall, as that is the prime time for Visitor's from Mexico to come to El Paso.

C. Convention Development: Brooke Underwood

- Familiarization Tour
 - Hosted FAM tour May 27-30 in part with the City of El Paso.
 - The Mayor, Congressman Beto O'Rourke, and several others from City office were in attendance. Guests applauded the quality and organization of the tour, as well as enjoyed the meetings with the city representatives.
 - The tour hosted meetings planners, travel writers, and important city officials for this week. Guests also spoke of possibly holding future conferences here in El Paso.
 - Received several kind "thank you" emails and notes from guests who attended. One was from a Rusty Dowling, who spoke of our outstanding tour and that they would consider El Paso as a future conference destination.
 - The FAM tour went so well, we are committed to hosting another one in October.
- The next big project we have is a direct mail piece that will be blasted to different associations and features a caricature of downtown El Paso, as created by a local artist. There will be 500 going out in the next week.
- Fraternal Association Conference
 - Travel will be picking back up as our Senior Sales Associate will be attending a conference with over 100 representatives of different Fraternal organizations. These fraternities and sororities are relevant to the El Paso region and we have created a fact sheet of the current Greek life we have on the UTEP campus.

D. Facility Sales & Marketing-Carol McNeal

- We had a record setting May which included big performances and several sold out shows
 - Jerry Seinfeld
 - George Lopez
- Chihuahuas Baseball tickets can now be purchased in the Abraham Chavez ticket box office. This will be the permanent location for their box office.
- Jersey Boys did well for the market, reaching about 70% of ticket sales. We hope that shows like these will bring bigger acts to the El Paso region. The Boys took an amazing photo on Scenic Drive and created a video singing the famous Marty

Robbins song, "El Paso" outside of Rosa's Cantina. They said they enjoyed the city very much.

- Street Fest will be held June 21st and 22nd and will feature big names such as The All American Rejects, Three Day's Grace, The Wallflowers, Better than Ezra, and several others.
 - There will be an arts and crafts park where smaller indie bands will be performing.
 - Both nights, at 10 pm, there will be a fireworks show.
- Current events
 - Alfresco! Fridays- June 27, Convention Center Plaza
 - Cool Canyon Nights- June 19, 26, McKelligon Canyon
 - Dancing in the City- June 28, Convention Center Plaza
 - Park University Graduation- June 20, Convention Center
 - Downtown Street Festival- June 21-22, Downtown El Paso

V. Open Discussion

A. Danny Padilla

- Congratulated us on a wonderful and successful FAM tour.

***Adjourn 5:03 pm**

***The next meeting will be on Thursday, July 10 at 4 p.m.**