

Minutes

Destination El Paso Advisory Board Meeting

Thursday, June 13, 2019 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Bernie Olivas
Katherine Brennand
Ismael Legarreta
Katie Scott
Elvira Galindo

Board Members Absent

Krista Snow
Gracie Viramontes
Kerry Doyle
Rose Lucero

Destination EP Staff

Brooke Underwood
Trudy Sweeten
Veronica Castro
Pavlova Sheffield

I. Call to Order

- The meeting was called to order at 4:08 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Katherine Brennand
- Seconded by Bernie Olivas. He had a correction to the adjourn time in the minutes.

III. General Manager's Update: Trudy Sweeten and Brooke Underwood on behalf of Bryan Crowe.

- We are getting new carpet for the Convention Center as part of the renovation. The project will be finished in September 2019.

IV. Department Updates

• Financials: Brooke Underwood and Trudy Sweeten on behalf of Bryan Crowe

- Financial Narrative for April 2019.
- Total revenue for the month of April 2019 was \$634,259 bringing total YTD revenue to \$5,277,641.
- Total expenses for El Paso Live for the month of April 2019 were \$660,127 bringing YTD expenses to \$5,935,362.
- Total expenses for Visit El Paso for the month of March 2019 were \$298,897 bringing YTD expenses to \$2,552,426.
- YTD we are experiencing a positive variance of \$60,183.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$528,020.
- Katherine Brennand asked when does the fiscal year end. Brooke said on August 31st.

• Tourism Development: Veronica Castro

- Was invited by the state of Chihuahua to experience a Copper Canyon tour as people would from El Paso. The goal is to promote it with El Paso as gateway.
- Ismael Legarreta asked about hotels in the area. Veronica said there are 3 major hotels. He also asked about medical facilities and she said that if anything happens, they fly people back to Chihuahua.
- We brought a travel writer for Neon Desert Music Festival. Alejandro Rossette writes for Aeromexico's in-flight magazine, which has great exposure. Aeromexico now has 7 flights into Juarez and is #1 airline in Mexico.
- Campaigns for Mexico will remain on hold until September 1st due to the port of entry lines.

• Convention Development: Brooke Underwood

- June will be a very busy month. We have a large number of groups coming for site visits.
- We had to relocate two Conventions in August since the Paso del Norte Hotel's timeline has been pushed back to November.

- Representatives from the Texas Society of Architects are coming for a site visit on June 25-26. They haven't been in El Paso for about 20-30 years and they are looking at El Paso as an option for their convention on 2023 or 2024.
- Raymond Valles is our new Austin Sales Manager. He is from El Paso and has a strong background in hospitality and tourism. He spent a week in El Paso for his training and toured all the properties.
- We are attending the Esports Summit in June 25-27. The goal is to meet with organizers and draw their attention towards El Paso since the city provides unique advantages for gamers.
- For our Film Commission, year-to-Date room nights and shoot days are lower than last year primarily because of the absence of "Live PD" which wrapped their El Paso production last Fall. We are also seeing an increase on the use of Airbnb-type accommodations for all our assisted projects.
- We are putting together sponsorship packages for next Sun City CRIT.
- **Venue and Event Management: Trudy Sweeten**
- You will notice in the report that the McKelligon Canyon revenue is high and it is because of Cool Canyon Nights.
- This month is Ice Cream Fest, on June 30th. This year it is going to be inside the Convention Center.
- Jeff Dunham show is sold out, June 15th.

***Adjourn 4:56 pm**

***The next meeting will be on Thursday, July 11, 2019 at 4:00 PM at the Destination El Paso Board Room**