

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, June 14, 2012 4:00 p.m.**  
**Las Palmas Del Sol Boardroom**

**Board Members Present**

Bernie Sargent  
Kay Mooy  
Bernie Olivas  
Betsy Behrenhausen  
Laurie Paternoster  
Elvia Hernandez  
Terry Guerra, Emeritus

**Board Members Absent**

Getsemani Yanez  
Joe Daubach  
Yolanda Torres  
Joe Frandina, Emeritus

**CVB Staff**

Bill Blaziek  
Carol McNeal  
Bryan Crowe  
Brooke Underwood  
Mauro Monsisvais  
Veronica Castro  
Leesy McCorgary

**I. CALL TO ORDER**

- The meeting was called to order at 4:11 p.m.

**II. General Manager's Update**

- Bill Blaziek discussed the Chavez vs. Lee fight. Explained that ticket sales have improved and local media is doing a great job covering the event.
- Bryan Crowe added that a meeting with HBO was held and they were provided with video footage of El Paso as well as an in depth media packet. In addition, the event was featured on the front page of the Nation section in the LA Times and Mayor Cook was asked to submit an article for the Huffington Post blog.
- Bill Blaziek explained that WestStar Bank has agreed to a 10 year sponsorship and is now the Convention Center's signature sponsor. The Las Palmas Del Sol room will now be named the WestStar Board Room. This sponsorship fee will assist with general operating funds.
- Bill Blaziek informed the group that El Paso was awarded the CUSA 2014 conference.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- Total revenue generated for April 2012 was \$372,865.
- Year to date total revenue generated is \$2,997,040. We are \$12,040 over anticipated YTD budget.
- Total operating expenses for April 2012 were \$666,627. We are \$88,571 under budget.

**B. Facility Sales & Marketing: Carol McNeal**

- We are currently about 10% ahead of 2011
- The Convention & Performing Arts Centers e-mail blast list has increased its subscribers to 22,000 gaining roughly 6,000 during Wicked.
- George Lopez announced he will be performing a second show on July 8<sup>th</sup>.
- Street Festival bands include Candelbox, Theory of a Dead Man, Filter, Saliva, etc. On Saturday during the festival Warner Brothers will have the new Batmobile on site. In addition, a car show will be taking place both days in the Convention Center.

**C. Operations and Food and Beverage: Mauro Monsisvais**

- A new beverage cup has been produced for all shows at McKelligon Canyon. The cup is made from recycled products and is reusable.

- Fire inspections have recently been conducted in the downtown area and the Convention Center did well overall.
- The center has been awarded \$250,000 in security grants and will soon begin to utilize the funds for capital improvement projects.

**D. Convention Development : Brooke Underwood**

- The team traveled to Houston and hosted a booth during the Texas State Democratic Convention where over 3,000 visited the El Paso booth. We are due to receive the RFP in 9 months
- The team will travel to the Fraternal Executive Association Expo in July. They will visit with 300 chapters who hold annual/biennial conventions.
- We received a verbal definite for the Texas Association of Student Financial Aid Administrators 2014 and the International Association for Intelligence Education.

**E. Tourism Development: Veronica Castro**

- The department has revamped the Ambassador Training program, "I Am El Paso." It will now take place in various hotels/attractions. The training will focus on El Paso's history, attractions, etc. Lapel pins will also be distributed and a new website will provide participants the opportunity to upload pictures of them visiting area attractions. Incentives will also be provided to those that complete the program.
- The relationship with Fort Bliss continues to grow strong. The CVB is part of the new soldier orientation which is mandatory for all incoming soldiers. In addition, we host a table every week at the USO which is a high traffic zone.

**IV. Open Discussion**

- Carol McNeal informed the group that this Friday the center will be very active with 3 events being held at the same time. Alfresco Fridays, George Lopez, and a Park University graduation.
- Elvia Hernandez invited those in attendance to attend a press conference on August 17<sup>th</sup> at the International Art Museum. JR Martinez will be present and they will be soliciting sponsorships for the museums renovations.
- Laurie Paternoster discussed her new exhibit "Adventure Quest." They will also be conducting a photo contest and a recycled art exhibit this summer.
- Bernie Olivas announced that they are taking applications for Sun Princess. Applicants must be between the ages of 19-22 and enrolled in college.
- Bernie Sargent
  - Thanked Bill Blaziek for attending the Magoffin Home opening.
  - My Geo Reader is now available on the iPhone and Android and has over 250 sites.
  - The artwork on gate B-6 at the airport will feature a piece from the Art Museum that is also the cover of the Downtown Walking Tour brochure.

**V. ADJOURN**

- Meeting was adjourned at 4:56 PM.

**\*The next meeting will be on Thursday, July 12, 2012 at 4 p.m. in the Convention Center.**

