

Minutes

El Paso Convention and Visitors Bureau Advisory Board Meeting Thursday, June 12, 2008, 4:00 P.M. Rio Grande Hall A

Board Members Present

Marilyn Munden
Joe Frandina
Lidia Flynn
Terry Guerra
Jane Ratcliff
Pat Valdez-Rios

Board Members Absent

Cindy Foght
Adeline Rogers

CVB Staff

Bryan Crowe
Veronica Castro
Brooke Underwood
Wendy Garrett
Pat Genera
Valerie A. Garcia
Susie Gaines
Pifas Silva

I. CALL TO ORDER

- The meeting was called to order at 4:07 P.M.

II. REVIEW OF MINUTES

- Minutes were filed as presented.

III. UPDATES

A. Financials: Pat Genera reviewed financials for March and 8th Month of Fiscal Year (1st Month of 3rd Qtr.)

- Revenues and expenses are on course with budget.

B. Convention Sales Development : Brooke Underwood

- 3 pieces of business went definite with an estimated economic impact of \$203,000.00
- We lost 6 pieces of business with an approximate economic impact of \$1 Million. Lost business includes Texas Association against Sexual Assault (lost to South Padre Island), Texas State Association of Plumbing Inspectors (lost due to lack of competitive meeting and nightly rates), National Association of Government Webmasters (lost-El Paso mistakenly received the RFP and bid. RFP was originally only supposed to go to San Marcos, San Antonio, or Galveston), Safe and Civil Schools (Meeting was cancelled due to staffing issues).
- 21 pieces of business marked as pending.
- Brooke Underwood and the CVB Sales Staff will attend a County Sales Blitz on June 18th from 7 am-12pm.
- Brooke Underwood and Cathy Countiss will attend the Austin Sales Mission on June 3-4, 2008 and have scheduled 10 appointments for this visit.
- Lisa Ritchey has joined the CVB Sales team as Sales Manager.

C. Tourism Development: Veronica Castro

- Inquiries for the month of May were at 4,035.
- Over 1100 visited our centers.
National Tourism week activities were a huge success. This year's luncheon drew approximately 700 attendees, thank you for your participation. The Travel Fairs were also very well attended.
- Unfortunately we had to cancel the Chihuahua for Expo Viaje due to the increase in violence in Cd. Juarez region. We will continue to focus on the Chihuahua market by

creating a summer radio promotion and targeting not only the Chihuahua city, but other parts of the Chihuahua state, by focusing on a larger population of almost 1 million not including Juarez.

- Rails Northwest Tour Operator out of Portland Oregon will be hosting over 30 travel agents from various states in El Paso on Saturday, June 14th. This trip will educate the agents on El Paso to better help them sell the Copper Canyon Tours that depart from here to Chihuahua by motor coach. A Representative from Chihuahua City will meet them in El Paso and escort them to Copper Canyon.
- Events for the summer are
 - Alfresco
 - Music Under the Stars
 - Viva
 - Downtown Street Festival

D. Performing Arts Venues: Wendy Garrett

- Total monthly attendance for the month of May was 14,569. Plaza Theatre with 5,474 Chavez Theatre with 9,095.
- Total Year to Date attendance is 132,253. Plaza Theatre with 55,798, and the Chavez Theatre with 76,455.
- Number of performances in the month of May was 11. Plaza Theatre 6 with performances and the Chavez Theatre with 5 performances.
- Number of performances Year to Date was 96 performances in both theatres. Plaza Theatre hosted 47 performances, the Chavez Theatre hosted 49 performances.

E. Operations and Food and Beverage: Bryan Crowe

- Month of May revenue totaled to \$166,500
- Concessions Revenue was \$32,600
- Catering Revenue was \$132,800
- Year to Date revenue is \$1,037,00
- 22 events were presented in all venues in May 2008 as opposed to the 35 events that were presented in all venues in May 2007.
- 25,456 patrons attended events in all venues in April 2008 as opposed to 28,779 patrons who attended events in all the venues in 2007.
- 30 future events were booked in April 2008 as opposed to the 21 future events that were booked in April 2007.
- The Convention Center held the Texas Association of Health Underwriters for three consecutive days. At a flow we had about 500 people attend and the client was very pleased with all of our services.
- YWCA had another successful year in the Women's Benefit Luncheon with an attendance of 1,700.
- Sergeant Major Academy held their 2008 Gala with attendance of 1,500 people and the following day held the graduation with attendance of 2,500.
- Loretto Academy and Cathedral High School held their 2008 Graduation Ceremony with an attendance totaling about 3,500 attendees.

F. Communications: Pifas Silva

- Website hits increased 19.2% and received 84,921 hits compared to 71,239 hits in May 2007.
- Free media generated for the month of May 2008 was \$90,247.43 as compared to \$26,157.03 in April 2008.
- Publications in which we received free publicity included: Meeting South, SMERF (Social, Military, Education, Religious and Fraternal) Magazine, Texas Travel Guide. We continue to submit articles and continue our partnership with El Paso Magazine.
- The El Paso CVB Communications Department partnered with the Las Cruces Convention and Visitors Bureau on a Golf Writer Fam Tour. They will spend two days in El Paso

before heading to the Big Bend Area. The trip has been postponed because some of the journalists were having Visa problems.

- The Communications Department and the Theatre Marketing Department will host a Media Night event at “Viva! El Paso” tonight (June 12) inviting members of the local media to the Friends & Family Night dress rehearsal performance.
- Pifas Silva introduced Vanessa Andrade who was promoted to Advertising & Marketing Manager.

G. Film Commission: Susie Gaines

- 20 Leads for April were governed bringing the year to date total to 168.
- 1 partial feature filmed and wrapped for May titled Backyard.
- Year to Date for Room Nights is 1,922 bringing in a Direct Economic impact of \$2,491,650.00.
- Filming at the Airport – Von Matthey/Germany – permitting
- A location has been targeted for a 2nd shot for a feature titled “Family that preys together”. That is set to begin filming around the 3rd week of June.
- As part of the Texas incentive package, the State is required to provide Production Assistant training – therefore, a PA Boot Camp was put together by the State and Community College’s across Texas and El Paso’s is scheduled for Saturday and Sunday, June 28-29th at the Community College – I am one of the trainers.
- Susie Gaines is preparing to travel to LA for the Texas Association of Film Commissioners annual Film Texas Brunch and board meeting. June 20-21 2008.

IV. Presentation by Liz Kern

- Liz Kern of the El Paso Zoo gave a presentation on the events and changes that are going on at the zoo which include Zoo Adventure Programs, New Go Green initiatives, and the newest addition “Africa” that will be implemented into the zoo soon.

V. ADJOURN

- Meeting was adjourned at 5:17 PM.

The next meeting will be on July 10, 2008 at 4 PM in the Las Palmas Del Sol Room