

Minutes

Destination El Paso Advisory Board Meeting

Thursday June 9, 2016 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Mica Short
Bill Ketcherside
Richard Behrenhausen
Georgina Panahi
Jay Pritchard
Ismael Legaretta

Board Members Absent

Danny Padilla
Krista Snow

Destination EP Staff

Bryan Crowe
Ryan Lympus
Brooke Underwood
Veronica Castro
Maria Schneider
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:07 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Dick Behrenhausen
- Seconded by Bill Ketcherside

III. General Manager's Update: Bryan Crowe

- Introduction of Amanda Fernandez as the Executive Assistant/Office Manager. Lauren has been moved to the receptionist position.
- Destination El Paso has been very involved with Borderplex Alliance's Tourism Task Force and with the Chihuahua CVB.
 - The Chihuahua CVB hosted Ryan, Brooke, Veronica and I last week in Juarez during the Mexico Association of Marketing Destinations conference.

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
 - The numbers below represent the beginning of the 2015 fiscal year.
 - Total revenue for the month of April 2016 was \$510,743 bringing Total YTD revenue budget to \$3,292,257
 - Total expenses for El Paso Live for the month of April 2016 were \$678,085 bringing YTD expenses to \$4,283,594
 - Total expenses for Visit El Paso for the month of April 2016 were \$242,567 bringing YTD expenses to \$1,849,162
 - YTD we are experiencing a negative variance of \$89,660
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$185,746
 - Dick Behrenhausen commented that Oishii is still staggering. Bryan informed the members that start up restaurants take some time to show profits and he will work with management to hopefully make it profitable.
 - Georgina Panahi asked for historical information regarding attendance from last year compared to this year for Alfresco Fridays and Cool Canyon Nights. The information will be sent out to the board.
 - El Paso Live will have four Music Under The Stars performances at Cohen Stadium for the month of June.
- **Tourism Development: Veronica Castro**
- New Mexico Governor's Conference
 - Bryan and I participated in the conference held in Las Cruces May 16 and 17. They had over 300 participants from the state of NM.

- Neon Desert Music Fest
 - All four hotels in the downtown area were sold out or close to sold out.
 - Visit El Paso hosted two publications from Mexico; Nylon Entertainment Magazine and GQ Mexico. They were here for four days covering Neon Desert Music Fest and they also took in some of El Paso's attractions. They visited the Wyler Aerial Tramway, saw a Chihuahuas game, and went in a hot air balloon which was part of KLAQ's Balloon Fest.
 - GQ Mexico produced a story on line which was shared on Visit El Paso's social media.
 - Nylon will produce 5 stories, 2 of which already posted. They discussed helping us market Neon Desert Music Fest in Mexico City for next year.
- AMDEM (DMOs for Mexico)
 - June 1-4, 2016 in Mexico; Visit El Paso sponsored their coffee breaks and participated in the conference.
 - Last Tuesday we did several interviews with media from Mexico to talk about the partnership we are doing with the City of El Paso.
 - Visit El Paso hosted a post tour for those individuals that wanted to extend their stay. 17 meeting planners, tour operators and international media participated in the post tour.
 - The group started on Saturday with breakfast at Hotel Indigo, followed by a downtown walking tour to include the stadium, and shopping at the Outlets, Cielo Vista, and Fountains at Farah. The group toured the convention center and had dinner at Oishii.
 - Joaquin Armenta, Director of Meetings for Meeting Planner of Mexico is very interested in bringing an international meeting planners convention to the area.
 - Jose Savedra from Exposiciones Internacionales is also interested in continuing a conversation in hosting a show in El Paso.
- **Convention Development: Brooke Underwood**
- FAM Update- June 21-23
 - We have confirmed 10 Meeting Planners, 4 Tour Operators and 2 travel writers for a total of 16 guests.
 - The group's itinerary includes stops at potential convention hotels, area attractions, the Convention Center, Museum of Art and the El Paso Zoo. Additionally they will be treated to a Chihuahua's home game at Southwest University Park and the James Taylor concert at the Don Haskins Center.
 - We would like to invite the Advisory Board to join us on the first night, Tuesday June 21st, for dinner at the Museum of Art at 5:00pm.
- Travel
 - Cathy Stevens will travel to Jacksonville, FL June 17-18, 2016 to assist the Chapter 9 of the Special Forces Association as we bid to host the 2018 National Convention during their Annual Business meeting. It is a general membership vote and our competition is New Jersey. The decision is expected immediately after the bid presentations. The organization represents 1,200 in attendance, is projected to utilize 300 rooms on peak night and fill 1,225 total room nights during their stay.
- **Assistant General Manager: Ryan Lympus**
- Ice Cream Festival
 - First annual ice cream festival will be held July 3 from 4-10 p.m. at Cohen Stadium.
 - Price's is the sponsor of the event.
- Viva! El Paso

- Viva! El Paso will have a dress rehearsal that is open to the Advisory Board to attend on Wednesday, June 15 at 7:30 p.m. Opening night of Viva! El Paso is Friday, June 17 and tickets are only \$10 for the first weekend.
- Tequila, Taco and Cerveza Festival
 - Dick Behrenhausen asked how the Tequila, Taco and Cerveza Fest went. Ryan responded that they had 1,000 people in attendance; this was the first year so we look forward to growing it next year.
 - Ismael Legarreta asked if the attendees gave any feedback regarding Tequila, Taco and Cerveza. Ryan said they had and he would look into pricing and marketing the event better for next year.
- May Highlights
 - 2nd Annual Hospitality Ambassador Awards Luncheon, Convention Center, May 4, attendance of 182
 - Raul Di Blasio, Plaza Theatre, May 5, attendance of 1,107
 - Marisela, Plaza Theatre, May 6, attendance of 1,304
 - Alfresco Fridays!, Convention Center Plaza May 6, 13, 20 and 27, attendances of 1,043, 1,465, 1029 and 802
 - Pink Floyd Laser Show, Abraham Chavez Theatre, May 7, attendance of 638
 - SISD Teacher of the Year, Convention Center, May 7, attendance of 940
 - UTEP MBA Graduation, Plaza Theatre, May 12, attendance of 430
 - Cool Canyon Nights, McKelligon Canyon Amphitheatre, May 12, 19, 26, attendances of 1,420, 1,119 and 962
 - Celtic Woman, Plaza Theatre, May 13, attendance of 764
 - EPSYO Finale, Plaza Theatre, May 14, attendance of 840
 - Greater El Paso Chamber of Commerce, State of the City Dinner, Convention Center, May 18, attendance of 582
 - Paul Lee Foster School of Medicine (TTUHSC) Commencement, Plaza Theatre, May 20, attendance of 640
 - Gayle Grieve Hunt School of Nursing (TTUHSC) Commencement, Plaza Theatre, May 21, attendance of 684
 - Cathedral High School Graduation, Abraham Chavez Theatre, May 21, attendance of 1,380
 - Tequila, Tacos and Cerveza Fest, Cohen Stadium, May 21, attendance of 1,115
 - Loretto Graduation, Abraham Chavez Theatre, May 22, attendance of 1,232
 - City of El Paso Dance Fest, Plaza Theatre, May 22, attendance of 1,100 for 2 performances
 - Better Business Bureau Luncheon, Convention Center, May 25, attendance of 440
 - British Ballet, Plaza Theatre, May 28, attendance of 2,788 for 2 performances
- June Events
 - Kids Excel, Plaza Theatre, June 2-3
 - Cool Canyon Nights, McKelligon Canyon Amphitheatre, June 2, 9, 16, 23, 30
 - Alfresco Fridays!, Convention Center Plaza, June 3, 10, 24
 - Vista College Graduation, Convention Center, June 4
 - Music Under the Stars, Cohen Stadium, June 5, 12, 19, 26
 - Valle Verde Graduation, Abraham Chavez Theatre, June 6
 - Greater El Paso Chamber of Commerce's State of Education, Convention Center, June 9
 - For the Love of Dance (Ballet Du Couer), Plaza Theatre, June 11
 - Viva El Paso, McKelligon Canyon Amphitheatre, June 17, 18, 24, 25
 - El Paso Street Festival, Convention Center, Convention Center Plaza, Abraham Chavez Theatre, Arts Festival Plaza, Santa Fe Street, Main Street, Sheldon Court, June 17-18

- Brightwood College Graduation, Convention Center, June 24

V. Open Discussion

- Jay Pritchard thanked Brooke and her team for their help with hotels and marketing for the Sun Bowl International Soccer Tournament. They had a total of 145 teams and 37 of those teams were from out of town. The teams came from Albuquerque, Lubbock, Roswell, Juarez, Las Cruces, Chihuahua and Tucson.
- Bill Ketcherside informed the board members that Ft. Bliss won the bid to host the ESPN Armed Forces Classic in 2018. Brooke will work with Bill and the committee.

***Adjourn 5:15 pm**

***The next meeting will be on Thursday, July 14th, 2016 at 4:00 PM at the Destination El Paso Board Room**