

Minutes

Destination El Paso Advisory Board Meeting

Thursday July 10, 2014 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Dick Behrenhausen
Pifas Silva
Mica Short
Bill Ketcherside

Board Members Absent

Jay Pritchard
Danny Padilla
Irene Silva Pistella

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

- Motion: Dick Behrenhausen
- 2nd Motion: Bill Ketcherside

III. General Manager's Update: Bryan Crowe

- **General Updates**
- We've spent the last few weeks working on the FY 2015 Budget for the City. Since there have been admin changes, the budget process will be different from how it was originally conducted.
 - Destination El Paso will present July 21st at 2:30 pm
 - Our budget is flat and there will be a shown increase because of USBC preparation. An estimated 750k.
 - Increase in facility revenue
 - No intense activity between December and February
 - We are currently looking at ways to offset revenues
 - Between these months, we will be generating about 80-100k a month
 - We're up in the air about the Y Luncheon
- Paul Foster & the Camino Real Hotel
 - Incentives for Hotel development
 - We should see progress within the next 6-8 weeks
 - Immediate impact to renovate Camino
 - Bryan Crowe is the project manager for HKS Projects
 - Would like to make it a community led process
 - So far there have been 3 public workshops, with a third being scheduled. There have also been 2 more meetings added to the schedule.
 - Downtown is broken into 4 sections and each are being considered for the locations of the HKS projects. The next step is to get city council involved.
- USBC could be 600 room nights over 20 hotels blocked

IV. Department Updates

A. Financials: Bryan Crowe

- Financial Narrative
 - This is a record month for May, as we are ahead of budget by 377k.
 - Operating costs went up because of the new operations ventures. (El Paso Live food truck)
 - We are under budget by 46k for the entire fiscal year.

B. Tourism Development: Veronica Castro

- Digital Ambassadors
 - 2600 digital ambassadors signed up; our goal is 5000 by the end of the year
 - Of those, 22% share the information we post on all social media sites
 - We would like to hike this number up to 30% by end of the year
 - Every time they post on our behalf, we leave 1.5 million impressions.
- Travel Writer to Visit
 - We will be hosting Lloyd Carol, a travel writer for the Queens Chronicle in the next few weeks. He is very excited to visit and will meet with Sun Bowl associates, and will attend a Rhinos and Chihuahuas game. He will focus on sports and leisure while he is here and would like to highlight the story of Don Haskins.
- Only in El Paso Campaign
 - Talks about the unseen parts of El Paso as well as the more popular characteristics of our city. We partnered up with KCOS in order to raise \$10,000 in 4 weeks and have surpassed our goal.
 - There have been 10 local producers selected in order to create these videos. The first is available online: Barrio Skate Shop.
 - <https://www.youtube.com/watch?v=Mkqg78jWowQ>
 - We would like to continue this in the future and hope the community enjoys it

C. Convention Development: Brooke Underwood

- Film Commission
 - Our Film Commissioner, Susie Guillen, attended the Film Texas Brunch in Los Angeles recently and was able to obtain 3 leads. She will be breaking down the scripts and scenes in order to find the best locations for the filming in the future.
 - There were 250 people in attendance
- American License Plate Collector Association
 - One of our sales associates will be attending the convention for this association and will be taking gift bags with cute license plate cookies, El Paso food items and other small gifts.
- International Jugglers Association
 - Should total to about 975 room nights

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.
- We also had a great June and a successful Street Fest.
- Current events
 - Movies in the Canyon at McKelligon Canyon
 - Free
 - July is our Double Feature Month
 - Will run through September

V. Open Discussion

A. Mica Short

- Our meeting will be cancelled for August 14, 2014 so that we can have a summer break.

***Adjourn 5:00 pm**

***The next meeting will be September 11, 2014**