

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, July 11, 2013 4:00 p.m.**  
**CVB Boardroom**

**Board Members Present**

Dick Behrenhausen  
Danny Padilla  
Laurie Paternoster  
Bill Ketcherside  
Bernie Olivas  
Mica Short  
Pifas Silva

**Board Members Absent**

Bianca Licon

**CVB Staff**

Bill Blaziek  
Bryan Crowe  
Leesy McCorgary  
Mauro Monsisvais  
Carol McNeal

**I. Call to Order**

- The meeting was called to order at 4:02 p.m.

**II. General Manager's Update**

- Bill Blaziek introduced new member Pifas Silva and congratulated Mica Short on her new career change. Mica has accepted a position with TX Gas in the Community Relations department.
- We are entering our new budget cycle and are preparing to present to City Council on July 17<sup>th</sup>.
- Staff participated in the City's "Managing for Results" program that holds organizations to strong quantifiables and will mature over the next few years.
- Meetings with the Triple A owners have been underway and all work is currently on pace for an April opening.
- DCI has reported that an estimated \$5 million in positive media has been attained.
- The Bridge, filmed in El Paso aired Wednesday, July 10.
- The Downtown Street Festival proved to be a success again. Next year the location of the festival is subject to change as Santa Fe St. will become the new trolley corridor.
- Meetings with Conference USA were held this week with the CVB, UTEP and the Sun Bowl Association.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- We are currently experiencing a strong revenue growth and are pacing ahead of budget.
- Total revenue for the month of April 2013 was \$419,076 bringing total revenue YTD to \$3,115,384.
- Total expenses for CPAC for the month of April 2013 were \$411,619 bringing YTD expenses to \$3,779,708.
- Total expenses for CVB for the month of April 2013 were \$235,567 bringing YTD expenses to \$1,723,766.

**B. Tourism Development: Leesy McCorgary**

- The Visitor Information Center is scheduled to move to the Union Depot in mid-July. This new location will provide free parking and allow the Bureau to participate in after hour events in support of downtown initiatives.
- The Department is working closely with the Convention Development department in anticipation of the Texas Association of Visitors Bureaus that will take place in El Paso on Aug. 6-8.

**C. Convention Development: Bill Blaziek**

- Brooke Underwood will return Monday, July 15 from maternity leave. Please refer to written reports for Convention Development activity.
- **Facility Sales-Carol McNeal**
- Theatres have done exceptionally well this year. Attendance has surpassed last year's record year largely due to WICKED.
- Sponsorships have been secured and include Rudolph Dealerships, West Star Bank and First Light Federal Credit Union.
- CVB and CPAC staff can be seen on KTSM at 5:30 and 6:30 am every Thursday for information on upcoming events.
- Blondie will perform on Sept. 24<sup>th</sup> and Jose Feliciano this Saturday, July 13<sup>th</sup>.
- Tickets on sale include: Disney Live, ABBA, Plaza Classic Film Festival, and more.

#### IV. **Open Discussion**

##### A. **Bernie Olivas**

- This year's soccer tournament saw 320 total games with over 130 teams in participations.
- Sun Court interviews were held and a new court will be announced later this year.
- The association is starting to focus on the annual parade that will include a clothing drive, the basketball tournament and the golf tournament.

##### B. **Mica Short**

- Last day as an employee with the Chamber of Commerce is Friday, July 19.
- The State of the Military Luncheon will be held on August 1 at the Centennial Hall.

##### C. **Dick Behrenhausen**

- The El Paso Zoo is a highly accredited zoo and is scheduled to undergo a number of restoration projects.

##### D. **Bill Ketcherside**

- Ft. Bliss welcomed its new commander.
- The Soldier Show was held in May this year and saw a drop in attendance due to a change in date.
- The Ft. Bliss July 4<sup>th</sup> celebration did not host fireworks however a laser light show was provided.
- This will be the last Oktoberfest put on by the German Air force. The event will still be held however another department has yet to be assigned.
- Ft. Bliss would like to be part of the new City bike project and will reach out the appropriate entities to begin the process.

##### E. **Laurie Patternoster**

- Explorium received several Best of the Best awards this year.
- The scavenger hunt ends next week. This year's hunt included Ft. Bliss and 3 Las Cruces museums.
- A new executive director for the Holocaust museum was announced-Lori Shepherd.
- Explorium's participation in the Last Thursday event was very successful and will continue to participate.

**\*Adjourn 5:14 pm**

**\*The next meeting will be on Thursday, August 8, 2013 at 4 p.m.**