

Minutes

Destination El Paso Advisory Board Meeting

Thursday, July 11, 2019 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Katherine Brennand
Ismael Legarreta
Katie Scott
Elvira Galindo
Gracie Viramontes

Board Members Absent

Krista Snow
Bernie Olivas
Kerry Doyle
Rose Lucero

Destination EP Staff

Bryan Crowe
Brooke Underwood
Trudy Sweeten
Pavlova Sheffield

I. Call to Order

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

II. Approval of Minutes

- Motion to approve the minutes by Elvira Galindo
- Seconded by Katherine Brennand.

III. General Manager's Update: Bryan Crowe

- Recap of the El Paso Inc. article regarding the 2022 Texas Democratic Convention and Destination El Paso's late bid submission response.
- Discussion ensued about the El Paso Inc. article.
- Trudy, Mauro and I will be attending the SMG Management Meeting in Irving, Texas.
- Our company (SMG) has been selected to manage the Las Cruces Convention Center, beginning July 1st.
- Mike Patterson, our Director of Food and Beverage, is transferring to the Las Cruces Convention Center as their Director of Operations.
- The HVS study for the Convention Center has been completed. This study consisted in evaluating our needs in terms of future operation of our venues. The report states that we lack space and it gives us a preliminary cost for expansion to become more competitive in relation to the projected room space.
- Gracie asked if the renovation of the Abraham Chavez Theatre is included in those estimates. Bryan answered that it is not included.
- Budget hearings took place this week. The budget process will continue in the following weeks.

IV. Department Updates

- **Financials: Bryan Crowe**
- June, July and August are the last months of the Fiscal Year and are as well the strongest months.
- Financial Narrative for May 2019.
- Total revenue for the month of May 2019 was \$446,049 bringing total YTD revenue to \$5,723,675.
- Total expenses for El Paso Live for the month of May 2019 were \$631,592 bringing YTD expenses to \$6,566,952.
- Total expenses for Visit El Paso for the month of May 2019 were \$324,659 bringing YTD expenses to \$2,877,087.
- YTD we are experiencing a negative variance of \$252,388.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$485,074.
- Katherine Brennand asked when does the fiscal year end. Brooke said on August 31st.
- **Tourism Development: Brooke Underwood on behalf of Veronica Castro**
- TAR Airlines just released a seat back publication from the Spanish version of our app.
- We will have an update on the Chihuahua kiosk next month. At the moment we are wrapping up construction.

- Travel blogger, Malcolm MacMillan, came to El Paso and wrote an article about El Paso Chihuahuas' Ballpark in his blog, TheBallparkGuide.com.
 - Authentic Texas Magazine published several articles about El Paso this month.
 - Edible New Mexico Magazine published a 5-page article in their June issue. This magazine has 9,000 page views per month.
 - We attended this year's IPW in Anaheim. For this event we usually partner with the State of Texas, but this year we got our own booth. The team had 37 exhibitor appointments and 20 media marketplace appointments.
 - We were awarded the 2020 International Food Bloggers Conference. Maegan Hruby, Tourism Marketing Manager attended the 2019 Conference for the announcement that El Paso will hold next year's conference and took some treats as a way of introducing all the attendees to El Paso.
 - Katherine Brennand asked how many people are expected to attend the 2020 Conference. Brooke said that around 250.
 - Dick Behrenhausen asked about the All-America City award. Bryan answered that we were among the finalists and we won the social media category.
- **Convention Development: Brooke Underwood**
 - June was a very busy month. This month we had 6 site visits.
 - On June 23-26 we had the Texas Society of Architects Site Visit. The goal was to host their 2023 or 2024 conference. 6 guests from the Texas Society of Architects came to El Paso for 3 days to tour different hotels and venues. At the end of their visit they confirmed that they would give us 2022.
 - On June 25-27 we received three guests from the Structural Engineers Association of Texas for a Site Visit. We are currently under consideration for SEAoT Annual Conference in October 2020.
 - In June 25-27 Visit El Paso attended the annual Esports Summit in Atlantic City. We got a chance to learn more about this fast-growing market. We had 12 appointments scheduled.
 - Josele Diaz, our Sports Sales Manager, attended this year's International Jugglers Association in an effort to boost attendance for next year's event that will be held in El Paso.
 - As you already know, we were accredited by Destinations International and I will be traveling to St. Louis to pick up the accreditation as well as taking some courses for a CDME certification.
- **Venue and Event Management: Trudy Sweeten**
 - If you look at the revenue for the McKelligon Canyon you will notice that it is higher than usual, and this is because of Cool Canyon Nights.
 - We had a high attendance for the Jeff Dunham show this month.
 - Ice Cream Fest was June 30th and we had an attendance of 18,000. This year we moved the event inside the Convention Center, which boosted our attendance. 4,000 ice cream scoops and sweets were served and there were several attractions for the family.
 - Ismael Legarreta suggested to have a homemade ice cream contest in future editions. Bryan mentioned there might be health provisions for this, but we will look into it.
 - June was pride month and we had several events. Amigo Man was Grand Marshal in the parade. We had a sold-out brunch in the Convention Center, which was in benefit of the EP Sun City Pride Scholarship program.
 - Upcoming events
 - Kansas, July 21st
 - SMART Airports and Regions Conference, July 22-24.
 - I will be attending IAVM Venue Connect in July, which is a conference and trade show in which we will be able to learn what new is happening in other venues.

***Adjourn 5:21 pm**

***The next meeting will be on Thursday, August 15, 2019 at 4:00 PM at the Destination El Paso Board Room**