

Minutes

El Paso Convention and Visitors Bureau Advisory Board Meeting Thursday, July 12, 2012 4:00 p.m. WestStar Bank Boardroom

Board Members Present

Bernie Sargent
Kay Mooy
Bernie Olivas
Betsy Behrenhausen
Laurie Paternoster
Joe Daubach
Getsemani Yanez

Board Members Absent

Elvia Hernandez
Joe Frandina, HMA Liaison

CVB Staff

Bill Blaziek
Bryan Crowe
Brooke Underwood
Veronica Castro
Mauro Monsisvais
Leesy McCorgary
Lisbeth Francis

I. CALL TO ORDER

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

II. General Manager's Update

- Bill Blaziek introduced Charles Horak with the Plaza Classic Film Festival and asked that the board and CVB staff give Mr. Horak a brief introduction of themselves.

III. Guest Speaker Charles Horak, Artistic Director for Plaza Classic Film Festival

- The festival brings a positive light to the city and is a driver for downtown, tourism and the overall economy of the city.
- The festival is in its 5th year and has mostly a regional attendance however; the goal is to draw a national audience.
- Last year 37,000 attended the festival and 7,000 attended the related exhibit at the Art Museum.
- This year the festival will host 82 films over 11 days (Aug. 2-12) with film talks each night/special guests. The festival will also feature local films.

IV. Open Discussion

- Bernie Olivas
 - WestStar Bank has renewed its sponsorship contract for the Sun Bowl Basketball Tournament. The renewal is for another 5 years.
 - The association is discussing sponsoring an exempt tournament event next year.
 - Sun Court interviews were held last week and 11 ladies were chosen.
- Laurie Paternoster announced that August 14 will be the opening of a new recycled art exhibit at Lynx Exhibits.
- Joe Daubach discussed the 2012 Sun Bowl parade. 24-26 floats will be in the parade and a few new additions will be added to the event.
- Bernie Sargent
 - Senator Rodriguez will take a key role in response to ongoing discussions regarding the elimination of the TX Historical Commission and funding cuts to the TX Parks & Wildlife.
 - Plans are underway to develop new marketing efforts for the Mission Trail such as Wayfinding.
 - It has been proposed that the new addition to the Spaghetti Bowl (East) be named after Mission Trail.

- The Demise of John Wesley Hardin event will be held on Aug. 19 at Concordia Cemetery.
- Keystone Heritage Park plans to host a 3-4 day music festival in October.
- Bill Blaziek informed the group that in our usual fashion we will not meet in August however the plan for the next fiscal year is to focus on quality of life issues and downtown development.
- Bryan Crowe mentioned that a town hall meeting will be held soon to answer any questions the community may have regarding the addition of the new ballpark. Currently the City website has loaded a fact sheet regarding some of the issues in questions.

V. ADJOURN

- Meeting was adjourned at 4:59 PM.

***The next meeting will be on Thursday, September 6, 2012 at 4 p.m. in the Convention Center.**