

Minutes

Destination El Paso Advisory Board Meeting

Thursday July 14, 2016 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Mica Short
Bill Ketcherside
Danny Padilla
Georgina Panahi
Jay Pritchard
Ismael Legaretta

Board Members Absent

Richard Behrenhausen
Krista Snow

Destination EP Staff

Bryan Crowe
Ryan Lymphus
Brooke Underwood
Amanda Fernandez

I. Call to Order

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

II. Approval of Minutes

- Motion to approve the minutes by Bill Ketcherside
- Seconded by Danny Padilla

III. General Manager's Update: Bryan Crowe

- Maria Schneider has resigned as Director of Marketing. We have hired Holly Fields as Marketing Manager and Lauren Falco as Marketing Coordinator.
- City Council approved to begin the incentive process for the Camino Real Hotel redevelopment project.
 - Set to close on the property in September.
 - The hotel will operate as a full hotel while under renovation and renovations will be complete in late 2018 or early 2019.
 - The convention development team has started the process to reach out to meeting planners.
- Effective end of June we closed Oishii.
- Reviewed historical information regarding attendance from last year compared to this year for Alfresco Fridays and Cool Canyon Nights.

IV. Department Updates

• Financials: Bryan Crowe

• Financial Narrative

- Total revenue for the month of May 2016 was \$732,203 bringing Total YTD revenue budget to \$4,024,463
- Total expenses for El Paso Live for the month of May 2016 were \$599,870 bringing YTD expenses to \$4,883,475
- Total expenses for Visit El Paso for the month of May 2016 were \$315,903 bringing YTD expenses to \$2,165,044
- YTD we are experiencing a negative variance of \$30,372
- YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$37,458

• Tourism Development: Veronica Castro presented by Brooke Underwood

- The department hosted a Post-Tour for 12 tour operators, meeting planners and travel writers from all over Mexico who were in Cd. Juarez attending Association of Marketing Destination in Mexico. These individuals spent Saturday and Sunday getting to know our attractions, cuisine and shopping.
- The Tourism department hosted 4 Tour Operators from Chihuahua, 2 Travel Writers from Torreon and 2 Travel Writers from El Heraldo de Chihuahuas in conjunction with the

Mayor's FAM. The El Herald de Chihuahua has already produced two editorials regarding their visit to El Paso.

- We are hosting two bloggers from San Diego July 22-25. They will be here for three days exploring El Paso. We've invited them in hopes of them promoting our new nonstop service from San Diego to El Paso on Allegiant Air, its affordable and we are certainly an affordable destination for those people trying to experience something unique and authentic. Their blog is Travel the World and it has 24,818 unique visits, 3,032 Facebook "Likes", 16,463 Twitter followers.
- In May of this year we hosted Malcolm MacMillian from MLB Blog Network, he was doing a series on minor league baseball teams in Texas. Malcolm fell in love with El Paso and the Chihuahuas, he has already written two blogs about his experience in El Paso. Just recently he wrote us an email thanking us for sharing his first blog about El Paso the day after he published it. He had the highest traffic of any single day since starting his blog. He also received a lot of comments, tweets, etc. from El Paso residents who were happy with the coverage. He also was featured in the El Paso Times while he was here.
- **Convention Development: Brooke Underwood**
- FAM Update
 - Visit El Paso received an RFP upon return, Texas Association of Public Employee Retirement Systems, Summer Education Forum for August 2019. The organization represents 450 in attendance, is projected to utilize 350 rooms on peak night and fill 990 total room nights during their stay.
- Visit El Paso partnered with the local Chapter of Special Forces Association to secure the National Convention for June 2018. 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.
- Cathy Stevens will travel to Montgomery, AL July 28-31, 2016 to make a bid presentation to the National Horseshoe Pitcher's Association's general delegation to host the World Championship Tournament in July 2018. The competition is Florence, SC and Shreveport, LA with a decision expected to follow the bid presentations. Cathy will exhibit; pass out information on El Paso and network for votes. The association represents 1,400 in attendance, is projected to utilize 225 rooms on peak night and fill 3,190 total room nights during their stay.
- Upcoming Events
 - American Legion Annual Department of Texas Convention, July 12-17, JFWCC
 - United States of the Army Sergeants Major Academy Reunion, July 13-17, Wyndham
 - International Jugglers' Association, July 17-23, JFWCC, Plaza, UTEP and Tricky Falls
- **Assistant General Manager: Ryan Lympus**
- Ice Cream Festival Update
 - We had 8,000 people attend and we had to turn away 3,000 people
 - We responded to everyone who posted a comment on social media and did media interviews to address the public's concerns
 - The largest ticket sales came from military
- June Highlights
 - Kids Excel, Plaza Theatre, June 2-3, attendances of 1,589 and 1,189
 - Cool Canyon Nights, McKelligon Canyon Amphitheatre, June 2, 9, 16, 23, 30, attendances of 1,217, 1,890, 1,900, 1,780 and 1,434
 - Alfresco Fridays!, Convention Center Plaza, June 3, 10, 24, attendance of 2,883, 1,530, 1,311
 - Vista College Graduation, Convention Center, June 4, attendance 3,829
 - Music Under the Stars, Cohen Stadium, June 5, 12, 19, 26, attendances of 2,190, 1,466, 1,690 and 4,388

- o Valle Verde Graduation, Abraham Chavez Theatre, June 6, attendance of 1,144
- o Greater El Paso Chamber of Commerce's State of Education, Convention Center, June 9, attendance of 462
- o For the Love of Dance (Ballet Du Couer), Plaza Theatre, June 11, attendance of 1,017
- o Viva El Paso, McKelligon Canyon Amphitheatre, June 17, 18, 24, 25, attendances of 1,057, 981, 355 and 310
- o 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, attendance of 3,443 and 5,079
- o Brightwood College Graduation, Convention Center, June 24, attendance of 1,624
- July Events
 - o Alfresco Fridays!, Convention Center Plaza, July 1, 8, 15, 22, 29
 - o Viva El Paso, McKelligon Canyon Amphitheatre, July 1, 2, 3, 8, 9, 15, 16, 22, 23, 29, 30
 - o Dancing in the City, Convention Center Plaza, July 2, 9, 16, 23, 30
 - o Ice Cream Festival, Cohen Stadium, July 3
 - o Cool Canyon Nights, McKelligon Canyon Amphitheatre, July 7, 14, 21, 28
 - o Region 19 Conference, Plaza Theatre, July 7
 - o Christian Congregation of Jehovah's Witnesses, Convention Center, July 8-10
 - o American Legion Conference, Convention Center, July 11-17
 - o TTUHSC Paul Lee Foster School of Medicine White Coat Ceremony, Plaza Theatre, July 16
 - o Weird Al Yankovic, Plaza Theatre, July 19
 - o Park University Graduation, Convention Center, July 22
 - o Elegant Penguin Bridal Fair, Convention Center, July 24
 - o International Juggler's Association, Convention Center, Plaza Theatre, July 24-31

V. Open Discussion

- A motion was made to recess for the month of August and reconvene on September 15, 2016 by Jay Pritchard and seconded by Georgina Panahi.

***Adjourn 5:16 pm**

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