

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday, July 18, 2018 4:00 p.m.

### Destination El Paso Boardroom

#### Board Members Present

Georgina Williams  
Rose Lucero  
Bernie Olivas  
Ismael Legarreta  
Marianne Rosas  
Elvira Galindo  
Krista Snow  
Katherine Brennand

#### Board Members Absent

Kerry Doyle

#### Destination EP Staff

Bryan Crowe  
Brooke Underwood  
Veronica Castro  
Amanda Fernandez

#### I. Call to Order

- The meeting was called to order at 4:03 p.m.

#### II. Approval of Minutes

- Motion to approve the minutes by Georgina Williams.
- Seconded by Rose Lucero.

#### III. General Manager's Update: Bryan Crowe

- Bryan introduced Michael Krouse our Regional Vice President visiting from Ontario California. Mr. Krouse is here to help build out our convention development and help outline our goals and initiatives for FY18-19.
- Bryan introduced Katherine Brennand who is our new board member appointed by Rep. Anello.
- El Paso recently won the All-America City Award. This award recognizes communities that leverage civic engagement, collaboration, inclusiveness and innovation to successfully address local issues. Nora our VIC Manager and Amigo Man traveled to Denver with representatives from the City of El Paso to participate in the tradeshow and presentation.
- Bryan discussed the number of tickets that were purchased by out of town guests. Marianne Rosas asked if we give military discounts on tickets and Bryan replied it is up to the promoter of the show to offer a discount. Georgina asked where the majority of out of town guests come from and Bryan answered that they come from Chihuahua and Midland/Odessa.
- Ice Cream Fest moved to downtown this year and we had a great crowd with an attendance of 6,300. We utilized the convention center plaza, the convention center and pedestrian pathway with ice cream vendors, games, entertainment, and food trucks.
- We hosted Music Under the Stars at Cohen on 4th of July with fireworks and had an attendance of 5,400.

#### IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for May 2018.
- Total revenue for the month of May 2018 was \$597,101 bringing Total YTD revenue to \$5,315,594.
- Total expenses for El Paso Live for the month of May 2018 were \$725,809 bringing YTD expenses to \$5,583,839.
- Total expenses for Visit El Paso for the month of May 2018 were \$295,545 bringing YTD expenses to \$2,588,596.

- YTD we are experiencing a positive variance of \$611,982.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$543,118.
- May was a strong month for us and June will be another good month with Lion King and Dave Chappelle and Jon Stewart shows posting in June.
- Ismael Legarreta asked why there was revenue of \$16,000 from Glory Road Parking Garage and Bryan explained due to the new contract with Sun Metro, they pay us to manage the Glory Road Parking Garage and the Union Transit Plaza Terminal Parking Garage.
- Ismael asked for an update on our vacant positions. Bryan responded that we currently have a SMG employee visiting El Paso and interviewing for the AGM position and we have hired an Austin Sales Manager who will begin on July 23. The film commission position will be posted soon.
- **Tourism Development: Brooke Underwood on behalf of Veronica Castro**
- We had 3 travel writers who were here in May publish several articles.
- Dana Vento- Travel Blogger wrote 4 articles with an estimated editorial value for the articles and social posts of \$43,977.
- Ameer Cantagallo- Travel Blogger wrote one article with an estimated editorial value and social posts of \$6,826.
- Mira Timkin- Writer and Travel Editorial wrote 2 articles with an estimated editorial value of \$6,300.
- We hosted one travel writer in the month of June, Jill Robbins.
- We hosted the TX Mountain Trail Association's quarterly meeting and they visited the Holocaust Museum while here.
- **Convention Development: Brooke Underwood**
- El Paso was awarded the Minor League Baseball Promotional Seminar for September 2019 with an expected attendance of 275 people, total room nights of 1,095 and it will utilize the entire convention center.
- We just received notification that El Paso will host an international conference, SMART Airports in July of 2019 with an expected attendance of 600 people and it will also utilize all the convention center.
- Diana Thornton, Destination & Services Manager conducted an attendance booster, partnering with the Greater El Paso Chamber of Commerce, at the 2018 Texas Chamber of Commerce Executives Annual Conference in Grapevine, TX June 18-20, 2018. Attendees and vendors who came through the booth were given information on attractions, weather, transportation and hotels and gave out promotional items to get attendees ready and excited for the 2019 Conference which El Paso will host from June 18-21, 2019. Attend: 300, Peak: 120, and TRN: 700
- I will be partnering with Deanna Pazos from Hotel Paso Del Norte and we will be traveling to Las Vegas, NV July 23 – 26, 2018 to attend Cvent Connect. We will exhibit with a turn-key kiosk and conduct one-on-one appointments with planners. Cvent CONNECT is an annual conference where group business, corporations and associations come together to connect, learn and engage with like-minded professionals. Cvent CONNECT offers two full days of learning and networking, including best practices, hands-on training, and an interactive environment learning about the latest hospitality trends, technologies, and methodologies. In addition to diving into 10+ content-rich sessions led by industry experts, there is great opportunity to build relationships with the event planning professionals in a 3:1 planner to supplier environment.
- The Film Commission had 4 inquiries and 2 shows wrap up in the month of June. YTD Room Nights totals 998 with a YTD Direct Impact of \$2,400,420.
- Georgina asked how we track everything that is filmed here, and Bryan answered everyone must go through our Film Commission department to get a film permit.

- **Venue and Event Management: Bryan Crowe**
- Upcoming events
  - Viva El Paso ends this month on Saturday, July 28
  - The Plaza Classic Film Festival begins Aug 2-12 at the Plaza Theatre
- Ismael asked how Viva El Paso was doing and if it will continue to run every year. Bryan responded that it is doing well, and we will see revenues from the show in the July financials. El Paso Community Foundation is the one that produces the show and they will be the ones to decide if it will continue for another season.

**\*Adjourn 4:56 pm**

**\*The next meeting will be on Thursday, August 9 at 4:00 PM at the Destination El Paso Board Room**