

Minutes

Destination El Paso Advisory Board Meeting

Thursday, July 20, 2017 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Bernie Olivas
Rose Lucero
Krista Snow
Georgina Williams
Martin Bartlett
Marianne Rosas

Board Members Absent

Krista Snow
Ismael Legarreta

Destination EP Staff

Bryan Crowe
Ryan Lympus
Brooke Underwood
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:05 p.m.

II. General Manager's Update: Bryan Crowe

- Bryan introduced Marianne Rosas who is a new board member appointed by Rep. Noe. She is the General Manager at the Country Inn and Suites.
- Bryan gave an update on the arena and mentioned the City is moving forward with building the arena. Discussion ensued regarding the arena.
- Bryan discussed the "Bathroom Bill" and we are in alignment with a lot of other organizations. Bryan participated in a meeting this past Monday in Austin with Speaker of the House Joe Strauss. El Paso is somewhat spared with the travel bans because we deal with more intrastate conventions. Senator Rodriguez and our House Representatives have been very outspoken in preventing this bill from passing.
- Bryan presented the current Mexico Leisure Visitor Profile Summary. We currently market in Mexico and we will continue to market, attend tradeshows and partner with the Juarez CVB to attract Mexican visitors to El Paso. A Mexico visitor guide has been published and is the inflight magazine for TAR airlines which has direct flights from Juarez to Torreon.

III. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for February
 - Total revenue for the month of May 2017 was \$780,536 bringing Total YTD revenue is \$4,673,711.
 - Total expenses for El Paso Live for the month of May 2017 were \$617,704 bringing YTD expenses to \$5,251,818.
 - Total expenses for Visit El Paso for the month of May 2017 were \$295,314 bringing YTD expenses to \$2,337,971.
 - YTD we are experiencing a negative variance of \$33,988.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$166,121.
- **Tourism Development: Veronica Castro**
- Veronica distributed three articles from travel writers who visited El Paso and one article was a result of the writer attending a FAM.
- A 3 page article on El Paso was published in Travelgirl and the editorial impact was \$75,000.

- Kelly Stilwell who is a blogger visited El Paso and wrote 2 posts on El Paso and the editorial impact was \$9,000.
- Veronica, Nora Ochoa, Amanda Fernandez and the Amigo Man flew to Dallas to celebrate Southwest Airlines being in El Paso for 40 years. An El Paso party with 250 single orders of Chico's Tacos and 250 tamales was held at Southwest Airlines' headquarters as a thank you for 40 years of service in El Paso, 500 Southwest employees attended the party.
- **Convention Development: Brooke Underwood**
- The convention development team is now fully staffed with the addition of Jor Arcila who will be covering sports and multicultural associations.
- TX Public Safety Association is in town for a site visit for a convention in 2018; Attendance: 600, Room nights: 1,200.
- El Paso has been short listed for the Libertarian Party Presidential Nomination National Conference in 2020; Attendance: 1,100, Room Nights: 1,925
- The Christian Congregation of Jehova Witnesses will have two regional conferences in the next two months. Each Conference will have a total attendance of 5,500 and total room nights will be 1,100.
- We won the bid for TX Chamber of Commerce Executive Convention which will be coming to El Paso June 2019; Attendance: 600, Room Nights: 700.
- Cathy Stevens and Perry Currier will be attending the TACVB conference in August.
- Dick Behrenhausen asked Brooke if we will be getting any bowlers in the near future. Brooke responded that we have submitted a letter of intent to bid but it is likely that we will not be chosen due to the bowlers not going to the same destination within a 10 year span.
- **Assistant General Manager: Ryan Lympus**
- El Paso Live has finished up with festival season, Street Fest and Ice Cream Fest, which both were successful.
- Viva El Paso will run for two more weeks, the last show will be on July 29.
- Ryan discussed all the events occurring in the upcoming months.
 - Plaza Classic Film Festival will be Aug. 3-13, 2017.
 - Movies in the Canyon will run Aug. 18- Sept. 30. 2017
 - EPSO Classical Mystery Tour is Aug. 19, 2017
- The 2017-2018 Broadway Series will open on Sept. 19 with 8 performances of Beautiful The Carole King Musical.
- So far El Paso Live has been hitting or exceeding their fiscal year goals. For example, we have now exceeded our annual goal of 155,000 attendees by 24,239 with 2 months left in the fiscal year.

***Adjourn 5:17 pm**

***The next meeting will be on Thursday, August 10 at 4:00 PM at the Destination El Paso Board Room**