

## Minutes

### Destination El Paso Advisory Board Meeting

Thursday July 30, 2015 4:00 p.m.

Destination El Paso Boardroom

#### Board Members Present

Pifas Silva  
Mica Short  
Bill Ketcherside  
Jay Pritchard  
Danny Padilla  
Dick Behrenhausen

#### Board Members Absent

Israel Rivera

#### Destination EP Staff

Mauro Monsisvais  
Brooke Underwood  
Bryan Crowe  
Veronica Castro  
Lauren Falco

#### I. Call to Order

- The meeting was called to order at 4:07 p.m.

#### II. Approval of Minutes

- Approved

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

##### • USBC Wrap Up

- USBC tremendously successful & visitors were complimentary of the staff
- El Paso convinced visitors that we were a choice destination for vacations.
- Surveys will be going out in 2 waves through "SurveyMonkey" and are in the early stages of review. There were very few, if any, negative comments made.

##### • DMAI

- Destination El Paso & MCAD received the 2015 Arts Destination Marketing Award established by Destination Marketing Association International & Americans in the Arts. The award recognizes the importance of a strong relationship between a community's destination marketing organization and its local arts agency!
- The Official Visit El Paso app has been featured as a leading example of destination marketing apps ready to market to millennials at the DMAI Annual Convention in Austin, TX.

##### • Significant Events

- Jehovah's Witnesses will be here the end of August for their annual convention.

##### • City Budget

- Will be evaluated over the next week

##### • Hispanic Cultural Center

- The Abraham Chavez has been chosen for research by an independent group who believes that it would make a good location for the Hispanic Cultural Center.

##### • Multipurpose Arena

- City working with firm to select a site for the Multipurpose Arena. Results will be tabulated in about a week.

- **Executive Director for Visit El Paso**

- Visit El Paso will be working with a national firm to select possible applicants for an Executive Director position to be filled. The representative from the company also met with local businesses that work closely with Visit El Paso to help the representative understand what they are looking for in a business partner and get an idea of the community. This position will be essential in moving us forward on the Visit El Paso side. There will not be a selection if the candidate does not fit into the El Paso community and the search will continue.

- **Digie Wall**

- Excellent reviews on Digie Wall so far; 7 million + interactions YTD.

#### IV. **Department Updates**

- **Financials: Bryan Crowe**

- Financial Narrative

- Total revenue for the month of May 2015 was \$847,743 bringing Total YTD revenue budget to \$3,885,080
- Total expenses for El Paso Live for the month of May 2015 were \$717,498 bringing YTD expenses to \$4,501,333
- Total expenses for Visit El Paso for the month of May 2015 were \$309,574 bringing YTD expenses to \$2,117,729
- YTD we are experiencing a positive variance of \$68,216
- YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$81,532

- **Operations: Mauro Monsisvais**

- *No report*

- **Tourism Development: Veronica Castro**

- **DMAI**

- Veronica met with several bloggers and social media influencers while at the 2015 DMAI Annual Convention in Austin, TX. These people help promote the city by coming into town, reviewing attractions and restaurants, and blogging about their experience here. Four of the influencers has expressed genuine interest in visiting El Paso and Veronica will be following up with all those she made contact with at the Convention.

- **Social Media**

- We've reached our goals for the 14/15 social media and web.

- **Magazines**

- El Paso was featured in 3 magazines during July:
  - Focus Magazine – Tech magazine in Mexico, Hueco Tanks featured
  - Texas Journey – Plaza Theatre was featured
  - Travel List, Every Day with Rachel Ray – Hueco Tanks featured, estimated cost was \$756,000.

- **Visitors Center**

- Visit El Paso has closed the kiosk at Ft. Bliss in order to reconfigure our presence on base. Before, we were not selling El Paso to visitors, but we look to remedy that by engaging in several orientations and activities on base for new families.
- There is talk to open a Visitors Center kiosk in Alamogordo

- **Convention Development: Brooke Underwood**
  - **USBC**
    - An RFP for the USBC Open Championship will not be available for bid until 2018 for the 2022 games
    - Women's will be available in 2020 for games in 2024
    - There was a great article in the El Paso Times about the USBC Open Championships and El Paso
  - **Future RFPs**
    - TRAPS: TX Parks and Rec Society is a competitive bid we plan on obtaining in the future
    - TX Democrats Association – June 2018, making a big push for them to come to El Paso
  - **9 Notable Conventions**
  - **DMAI**
    - El Paso and Ft. Lauderdale, Florida were the two to win the 2015 Arts Destination Marketing Award
    - Live webcast with GM, Bryan Crowe, about destination marketing, our efforts as a city, and the QOL Bond Projects
- **Facility Sales & Marketing-Carol McNeal**
  - Book of Mormon is on sale to El Paso Live subscribers as of now. Tickets will go on sale to the public starting late September, early October

**V. Open Discussion**

**\*Adjourn 5:30 pm**

**\*The next meeting will be on Thursday, August 13th, 2015 at 4:00 PM at the Destination El Paso Board Room**