

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday July 9, 2009, 4:00 p.m.**  
**Las Palmas Del Sol Room**

**Board Members Present**

Betsy Behrenhausen  
Elvia Hernandez  
Kay Mooy  
Jane Ratcliff  
Bernie Sargent  
Joe Frandina  
Pat Valdez-Rios

**Board Members Absent**

Terry Guerra  
Joe Daubach

**CVB Staff**

Bill Blaziek  
Pat Genera  
Veronica Castro  
Brooke Underwood  
Pifas Silva  
Lanor Sanchez  
Mike Patterson  
Valerie A. Garcia

**I. CALL TO ORDER**

- The meeting was called to order at 4:09 p.m.

**II. Review of Minutes**

- A motion was made by Joe Frandina to approve the minutes of the June meeting; Jane Ratcliff seconded the motion. Minutes were unanimously approved.

**III. UPDATES**

**A. Financials: Pat Genera reviewed financials for May 2009**

- January revenues were strong with expenses in line.
- A motion was made by Elvia Hernandez to approve the financials; Bernie Sargent seconded the motion.

**B. Convention Sales Development : Brooke Underwood**

**June** - 10 leads were generated for the month representing 3,575 in total attendance, 6,322 Room Nights and an approximate Economic Impact of \$ 2.2 Million.

- Notable business includes:
  - National Association of Hispanic Journalists – Annual Conference (2013)
  - Military Order of the World Wars, Annual Convention (2010)
  - County Judges and Commissioners Association of TX, Annual State Convention (2011)
  - Solid Waste Association of North America – TX Chapter Annual Conference (2011)
  - Texas Public Purchasing Association – Fall Workshop (2010)
- **June** – 4 pieces of business went definite for the month representing 345 in total attendance, 191 Room Nights and an estimated economic impact of \$220,000.  
**Notable business includes**
  - Raytheon Systems – Regional Project Review (09)
  - Texas National Guard – Yellow Ribbon Program (09)

**C. Tourism Development: Veronica Castro**

- In the month of June we received 1,299 inquiries and requests for information.
- We assisted 1, 985 visitors in our Visitor Information Centers in the month of June.

- The New Mexico Summer Promotion was held the weekend of June 25<sup>th</sup>. A total of 60,000 four-color inserts were distributed by the El Paso Times in outlying markets (Alamogordo, Carlsbad, Deming, Las Cruces, Silver City and White Sands Missile Range.)
- We continue to promote the Passport Program in the city of Chihuahua. The latest push consisted of a front page adhesive ad on 29,000 copies of El Diario de Chihuahua. Coupon books can be printed directly from the CVB website, or they may be picked up at any one of our Visitor Information Centers.
- A one week radio promotion via Chihuahua's #1 rated radio station for adults (ages 24-54) was coordinated. One individual/winner per day was selected to receive two tickets to the Downtown Street Fest and one passport coupon book.
- **Upcoming Events:**  
Ysleta Mission Festival-June 10-12<sup>th</sup>, Insights Science Museum has extended their Dinosaur exhibit to August 30, 2009, The Edge of Abstract art exhibit at the El Paso Museum of Art, The Disappeared art collection at the UTEP Ruben Center and Centennial Museum.

**D. Performing Arts Venues: William Blaziek**

- Total attendance in both theatres for the month of May was 12,352. The break down in attendance was: Plaza Theatre had 9,929 attendees and the Chavez Theatre had 2,423.
- Number of performances for the month of May was 9. The Plaza Theatre had 7 hosted performances and the Chavez Theatre had 2 hosted performances.
- Number of performances year to date is 106 in both theatres. The Plaza Theatre hosted 64 performances and the Chavez Theatre hosted 42 performances.

**E. Operations and Food and Beverage: Lanor Sanchez & Mike Patterson**

- There were 30 events presented in all venues in the month of June compared to 25 the year before.
- Attendance in all venues was at 21,732 in June as compared to the 36,380 patrons that attended the year before.
- June Contracted Events: AEG Live (Blue October) Concert, Fort Bliss MWR Soldier Show, The Opera Company, Loretto Graduation, Polo Polo Comedy Concert, Border Aids Partnership Spotlight Gala, Junior Women's Club "Spooktacular".
- Highlighted events during the month in our facilities were: Park University Graduation, Las Palmas Medical Center Health Fair, 3 Doors Down Concert, United States Citizenship and Immigration Services swearing in services.
- Revenue in Food & Beverage for the month of June was \$140,000 compared to \$101,000 last year. Year to Date Revenue was \$1,343,000 to plan of \$1,184,000.
- Big contributors to catering revenue in February were: Texas Public Works Convention.
- Concessions Contributors include: Alfresco Friday's, Viva El Paso, and the 3 Doors Down concert.
- Peter Wewers, our new executive Chef joined the Savor team on March 14<sup>th</sup>.

**F. Communications: Pifas Silva**

- Unique visits to the website for the month of June reached 46,628, a 13% increase from last month. Website visits to our Spanish language website [visiteelpaso.com](http://visiteelpaso.com) have increased 33% year to date to a total of 9,047.
- The Communications Department hosted 32 travel writers from September to June, well over our goal and an increase over last fiscal year.
- Printed stories about El Paso were distributed for review to include articles in Texas Magazine, Sports Travel and El Paso Magazine. El Paso was also featured in Saveur Magazine's Texas issue which was a product of a Press Trip.
- We are in the process of completing the draft of the FY2010 City Manager's Proposed Budget presentation. We are also working on the final draft of the 2009-2010 Marketing Plan which will be submitted to City Manager and Contract Administrator on August 1.

**G. Film Commission: Susie Gaines**

- There were six leads in the month of June.
- Year-to-Date Economic Impact from film production is \$1,879,700.00.
- BBC Scout for British television show titled “AROUND THE WORLD IN 80 DAYS” scout was in town for 3 days utilizing 14 room nights (Camino) and spending \$6,000.00.
- The Film Texas Brunch held in Los Angeles was at the end of June and had a record breaking attendance of 344 guests. Film Commissioner Susie Gaines came back with two, possibly 3 definite projects.

**IV. General Manager’s Update**

- General Manager Bill Blaziek bid farewell to out exiting Advisory Board member Jane Ratcliff.

**V. Open Discussion**

- Bernie Sargent addressed the unsuitable language of entertainment at the Downtown St. Festival.

**VI. ADJOURN**

- A motion was made by Joe Frandina to adjourn the meeting; Bernie Sargent seconded the motion. Meeting was adjourned at 5:10 PM.

**\*The next meeting will be on Thursday, September 10, 2009 at 4 p.m. in the Las Palmas Del Sol Room. ENJOY YOUR AUGUST BREAK!\***