

Minutes

Destination El Paso Advisory Board Meeting

Thursday, August 10, 2017 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Rose Lucero
Georgina Williams
Ismael Legarreta
Marianne Rosas
Kerry Doyle

Board Members Absent

Bernie Olivas
Martin Bartlett
Krista Snow

Destination EP Staff

Bryan Crowe
Ryan Lympus
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:06 p.m.

II. Approval of Minutes

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

III. General Manager's Update: Bryan Crowe

- Bryan introduced Kerry Doyle who is a new board member appointed by Rep. Swarzbein. She is the Director at the Stanlee and Gerald Rubin Center for the Visual Arts at UTEP.

IV. Department Updates

• Financials: Bryan Crowe

- Financial Narrative for June 2017.
 - Total revenue for the month of June 2017 was \$601,354 bringing Total YTD revenue is \$5,275,059.
 - Total expenses for El Paso Live for the month of June 2017 were \$726,920 bringing YTD expenses to \$5,978,728.
 - Total expenses for Visit El Paso for the month of June 2017 were \$206,855 bringing YTD expenses to \$2,544,828.
 - YTD we are experiencing a positive variance of \$36,130.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$176,169.

• Tourism Development: Veronica Castro

- Veronica distributed an article on El Paso from Playboy Mexico that has an editorial impact of \$124,000. The writer visited El Paso in May during Neon Desert Music Festival.
- A total of 3 blogs were written in the month of July for a total value of \$10,000.
- Public comment was made by Dick Behrenhausen; he mentioned the article that was written by a CNN Reporter on El Paso being "the biggest surprise".
- Veronica mentioned that Vogue Mexico will be here in October to do a 10-page spread on El Paso, White Sands, and Juarez.
- Visit El Paso was a sponsor of Viva Big Bend Music Festival which was held July 28-29 and this was our second year being a sponsor.
- Maegan Hruby will be attending the Media Travel Showcase in Dallas Aug. 15-17 and she has 50 appointments with media travel writers.
- Visit El Paso will be partnering with Senator Rodriguez's Heritage Tourism committee to conduct several educational series on tourism and the first session will be tied into Tom Lea Month and will be held at the Convention Center in October.

- **Convention Development: Veronica Castro on behalf of Brooke Underwood**
- There were 4 leads generated in the month of July; representing 900 in total attendance and 1,610 total room nights.
- Texas Department of Safety, International Outlaw Motorcycle GANG Investigators Association will have their convention in El Paso August 2019. Attendance is 400, Peak 250, Total Room Nights 1,290, with an Economic Impact of \$225,760.
- There were 4 pieces of business secured in July; representing 950 in total attendance and 1,032 total room nights.
- Catherine Stevens will be attending TACVB Aug. 16-18 and will be receiving her TDM.
- Dick Behrenhausen asked if there was an update on the Convention Hotel. Bryan responded that there was a closing agreement for the hotel and work has already begun.
- **Assistant General Manager: Ryan Lympus**
- El Paso Live finished its festival season and attendance was up this year for Cool Canyon Nights and Viva El Paso compared to last year.
- Theatre bookings are also higher compared to last year.
- Movies in the Canyon will begin next week at McKelligon Canyon Amphitheatre, it will run every Friday and Saturday at 8:15 p.m. from Aug. 18-September 30.
- The 2017-2018 Broadway Series will start on Sept. 19 with Beautiful the Carole King Musical.
- Georgina Williams asked if there were any plans for the restaurant at the Plaza Theatre. Ryan responded that they may do some pop up restaurants during Beautiful and it will turn into Kringle Café during Winterfest.
- Georgina Williams asked for an update on the arena and the bond. Bryan mentioned the El Paso Children's Museum is moving along. He also said the City has voted to appeal the judge's ruling on no sporting events at the arena. The Mexican American Cultural Center committee was given several recommendations on different locations for the center.
- Ismael Legarreta asked if the Abraham Chavez Theatre will undergo a renovation and the status of Cohen. Bryan responded that we will go to the City to request funds for the renovation of the Chavez Theatre if the Mexican American Cultural Center decides to go to another location. The City has approved renovations and improvements be made to Cohen Stadium. We are looking at making it into an amphitheatre or green space and the canopy is an immediate project which will either be repaired or taken down.

***Adjourn 5:03 pm**

***The next meeting will be on Thursday, September 14 at 4:00 PM at the Destination El Paso Board Room**