

Minutes

Destination El Paso Advisory Board Meeting

Thursday August 13, 2015 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Israel Rivera
Mica Short
Bill Ketcherside
Jay Pritchard
Danny Padilla

Board Members Absent

Dick Berenhausen

Destination EP Staff

Mauro Monsisvais
Brooke Underwood
Bryan Crowe
Veronica Castro
Lauren Falco
Carol McNeal

I. Call to Order

- The meeting was called to order at 4:02 p.m.

II. Approval of Minutes

- Moved to Approve Minutes:
 - 1st – Danny
 - 2nd – Israel

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 June 2015 was \$651,876 bringing Total YTD revenue budget to \$4,536,951
- Total expenses for El Paso Live for the month of June 2015 were \$564,090 bringing YTD expenses to \$5,065,422
- Total expenses for Visit El Paso for the month of June 2015 were \$217,284 bringing YTD expenses to \$2,335,014
- YTD we are experiencing a positive variance of \$264,340
- YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$264,863

- **Operations: Mauro Monsisvais**

- *No report*

- **Tourism Development: Veronica Castro**

- **Visit El Paso Tumblers**

- Visit El Paso has created fruit infuser tumblers for giveaways at conferences

- **TACVB The Woodlands**

- Bryan & members of our Sales team met in the Woodlands for the TACVB Annual Convention
- The Annual Convention will be in El Paso in 2016
- El Paso was asked to pitch El Paso to the rest of the Visitors Bureaus along with their new video
- El Paso Up! Campaign won People's Choice Award at TACVB Idea Fair
- Visit El Paso is People's Choice Overall Winner for the Idea Fair
- Other bureaus thought it was edgy and funny
- Visit El Paso's phone app was featured as one of the leading apps for destination marketing by Bluebridge during TACVB

- **eTourism Summit – San Francisco**

- Bryan was asked to speak about the Official Visit El Paso phone app at the eTourism Summit in San Francisco in October, proving that the app is gaining recognition on a large/national scale

- **Visitors Guide**

- Shelley from City Magazine will be publishing Visit El Paso's 2016 Visitors Guide after our regular publisher decided to retire
- It will be with local publishing and distributors

- We will be using the same printing company
- This change allows for a mid-year “refresh” so we can update material
- Local businesses will be able to buy advertising in this guide
- **Convention Development: Brooke Underwood**
 - **K’Nect Marketplace**
 - One of the nation’s fastest growing shows for Convention Development
 - Our Sales team is looking to book 50-60 appointments during the showcase
 - **Sales Manager**
 - Convention Development has added a new Sales Manager to the team, Amanda Salcedo
 - **Notable Bookings**
 - TTIA & TXDoT will be coming in 2018
 - **Special Notes**
 - Brooke will be out of the office on maternity leave starting August 21st
 - 2016 is looking GREAT!
- **Facility Sales & Marketing-Carol McNeal**
 - We have surpassed our attendance goals
 - This is will be a packed August and September
 - Movies in the Canyon starts August 14th at McKelligon Canyon
 - Food trucks were a huge success in terms of drawing crowds to Cool Canyon Nights. It gave the series a more laid-back, fun atmosphere
 - Dancing in the City drew around 500 people a performance
 - Brandi Carlile is a new act and has been selling out shows across the nation; she’ll be here on September 25th
 - The Price is Right Live will be hosted by Jerry Springer on September 27th
 - Broadway in El Paso & El Paso Live is offering a 3 package deal to subscribers for the 15/16 Broadway season. It will include The Book of Mormon, Rudolph the Red-Nosed Reindeer: The Musical, and Riverdance tickets. You can purchase by calling 915-231-1111
 - Yanni will be here with his orchestra on March 23, 2016
 - Ballet Folklorico de Mexico will be here October 25
 - YES/Toto will be at Cohen Stadium, August 28th

V. Open Discussion

***Adjourn 4:54 pm**

***The next meeting will be on Thursday, September 10th, 2015 at 4:00 PM at the Destination El Paso Board Room**