

## Minutes

**El Paso Convention and Visitors Bureau  
Advisory Board Meeting  
Thursday, August 14, 2008, 4:00 P.M.  
Rio Grande Hall A**

### **Board Members Present**

Marilyn Munden  
Jane Ratcliff  
Lidia Flynn  
Terry Guerra  
Joe Frandina  
Pat Valdez-Rios  
Cindy Foght  
Joe Daubach

### **Board Members Absent**

Adeline Rogers

### **CVB Staff**

Bryan Crowe  
Veronica Castro  
Brooke Underwood  
Wendy Garrett  
Pat Genera  
Susie Gaines  
Pifas Silva  
Valerie A. Garcia

## **I. CALL TO ORDER**

- The meeting was called to order at 4:10 P.M.

## **II. REVIEW OF MINUTES**

- Minutes were filed as presented.

## **III. UPDATES**

### **A. Financials: Pat Genera reviewed financials for May and June 2008**

- Revenues and expenses are on course with budget.

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

- JUNE - Convention Development Update
- 9 leads were generated in the month of May, with a total of 3,686 Room Nights for an approximate economic impact of \$4.2 Million. In June 2007 a total of 9 leads were generated for a total of 1,002 room nights and an economic impact of \$1.8 Million.
- 10 pieces of business went definite with a total of 6,810 Room Nights and an estimated economic impact of \$4,354,314. In June 2007 5 pieces of business went definite with a total of 791 room nights and an economic impact of \$1.1 Mil.
- 2 pieces of business were lost with an approximate economic impact of \$383,640. Lost business includes; Texas Council of Administrators of Special Education.
- JULY – Convention Development Update
- 15 leads were generated in the month of May with a total of 3,691 Room Nights for an approximate Economic Impact of \$1.9 Mill in comparison to July 2007 which had 11 leads with a total of 7,200 room nights and an Economic Impact of \$3.5 Mil.
- 1 piece of business went definite with an estimated economic impact of \$200,000 in comparison to July 2007 with 3 pieces of business with an Economic Impact of \$319,000
- 3 pieces of business were lost with an Economic Impact of \$1.2 Mill. Lost business includes; El Maida Shiners 100<sup>th</sup> Anniversary and National Association of Rural Health Clinics.
- We have 32 pieces of business that are marked as pending.
- The CVB has acquired the Amigo Man from the Hotel Motel Association and is available for appearances. If you are interested in renting the Amigo Man please contact Servicing Coordinator Kathy Sarver

- Director of Convention and Development Brooke Underwood and Sales Manger Cathy Countiss attended the Texas Association of Convention and Visitors Bureaus in Beaumont, Texas.
- Brooke Underwood and her sales team will attend the Annual Margaritas and Massages in Austin, Texas on August 21-22, 2008 and will make sales calls.
- Director of Convention and Development Brooke Underwood and Director of Tourism Veronica Castro along with the Convention and Visitors Bureau sales team will hold the UTEP vs. Texas Familiarization on September 4-7, 2008

**C. Tourism Development: Veronica Castro**

- Inquires for the visitors centers (e-mails, phone calls, fax, and walk-ins) for the month of June were at 4,035.
- For June 1,902 visited our information centers and 2,260in the month of July.
- Tourism Marketing Manager Leesy McCorgary participated in the Midwest Sales Mission with the State of Texas. She visited with over 30 Tour Operators in the states of Kansas and Missouri.
- The CVB co-sponsored this year's Smithsonian Folk life Festival in Washington along with Museum and Cultural Affairs Department, that featured Texas for 10 days. El Paso sponsored a concert by Los Arrieros Mariachi group. Avilas Restaurant was also there sampling food and conducting cooking classes.
- We are working with McGregor Base Camp in Alamogordo, coordinating quarterly travel fairs for all the new soldiers and their families coming into this area. Thursday was our first event and we visited with over 4,000 individuals.
- We are in the process of producing a Nature Tourism and Cultural Events brochure. A project spear headed by County Commissioner Veronica Escobar.
- We are working with UTEP and the Hotel Motel Association to conduct a study on El Paso visitors. I've met with Rich Cane, president of the Hotel Motel Association, and they are very excited about this project. UTEP students will be conducting the survey and analyzing the data.

**D. Performing Arts Venues: Wendy Garrett**

- Total monthly theatres attendance for the month of June was 9,715. Plaza Theatre with 5,685 Chavez Theatre with 4,030.
- Total Year to Date attendance is 145,121. Plaza Theatre with 63,976, and the Chavez Theatre with 81,145.
- Number of performances in the month of June were 8. Plaza Theatre with 5 performances and the Chavez Theatre with 3 performances.
- Number of performances Year to Date are 123 in both theatres. Plaza Theatre hosted 72 performances, the Chavez Theatre hosted 51 performances.

**E. Operations and Food and Beverage: Bryan Crowe**

- 23 events were booked in July 2008 as compared to the 10 future events that were booked in July 2007.
- Attendance in all venues was 19,871 in July 2008 as compared to the 9,654 patrons that attended all venues in July 2007.
- The Convention Center held the Unity Missionary Baptist Convention for five consecutive days, with approximately 650 patrons in attendance. The client was very pleased with all of our services.
- Facility Sales is now contracting about 2-4 events bi-weekly in the Plaza Annex (Rooftop Sky Garden/Oasis Lounge, Philanthropy Theatre, McKelligan Canyon Pavillion) Convention Center..
- Viva El Paso had a total attendance of 5,471 throughout the month of July.
- US Department of Citizenship's Swearing in Ceremony had attendance of 4,374 with 1,036 cars parked and will add an additional 6 ceremonies throughout the next fiscal year.

- The El Paso Police Department held the Academy Graduation in the Abraham Chavez Theatre with an attendance of 900 and also in the same month contracted the upcoming Graduation which will be in December at the Convention Center.

**F. Communications: Pifas Silva**

- Website hits increased 68% and received 67,691 hits for the month of June as compared to the 40,170 hits it received in June 2007.
- Pifas Silva hosted six journalists last week (Aug. 14-16) as part of the Governor's Office U.K. Press Trip. The journalists spent two nights in El Paso before heading to the Big Bend Area.
- The Society of American Travel Writers (SATW) is holding their annual conference in Houston in mid-October. Ten journalists plan to attend a Familiarization Tour to El Paso prior to the conference and eight plan to attend a Familiarization Tour to El Paso after the conference. More details will be forthcoming.

**G. Film Commission: Susie Gaines**

- 26 Leads for June, 6 Leads for July (32) – bringing the Year-To-Date total to 200
- Canadian Television Production called PARADISE LOST filmed and wrapped in June bringing in 135 Room Nights at the Holiday Inn Express and \$150,000 in direct impact
- Japanese Television production, Idea Network shot their Japanese Travel Show at the Airport with 10 room nights at the Marriott and \$5,800.00 in direct impact.
- Matthey Films, a German production shooting a German television show titled HISTORY OF THE HORSE, also at the Airport, with 9 Room Nights at La Quinta Airport, and \$8,000 in Direct Economic Impact.
- Room Nights total for June was 154 with a Direct Economic Impact of \$213,800.00
- No production filming in July
- Year-To-Date Room Nights is 2,076 with a Direct Economic Impact of \$2,705,450.00
- UTEP Commercial prepping this week and will begin filming next week.
- Susie Gaines Film Commissioner attended the Texas Association of Film Commissioners annual Film Texas Brunch and Board Meeting June20-21, 2008.

**IV. Assistant General Manager's Update**

- Bryan Crowe presented exiting board member Cindy Foght a plaque in honor of serving on our board as she finishes her 2<sup>nd</sup> and final term.
- Bryan Crowe gave an update on the CAP Rehab Project and said it was running smoothly.

**V. Open Discussion**

- Curtis Noe was named General Manager of the DoubleTree Inn Downtown.
- Lidia Flynn is very interested in bringing the Private Investigators Convention to El Paso.

**VI. ADJOURN**

- Meeting was adjourned at 5:06 PM.

**\*The next meeting will be on Thursday September 11, 2008 at 4 PM in the Las Palmas Del Sol Room\***