

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, August 8, 2013 4:00 p.m.**  
**CVB Boardroom**

**Board Members Present**

Mica Short  
Danny Padilla  
Laurie Paternoster  
Bill Ketcherside  
Pifas Silva

**Board Members Absent**

Bianca Licon  
Dick Behrenhausen  
Bernie Olivas

**CVB Staff**

Bill Blaziek  
Bryan Crowe  
Leesy McCorgary  
Mauro Monsisvais  
Carol McNeal  
Veronica Castro

**I. Call to Order**

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

**II. General Manager's Update**

- Bill Blaziek announced that we are wrapping up our budget review cycle. Currently budgets are intact and we expect approvals in August.
- CPAC entertained over 30,000 this weekend in our venues.
- The Texas Association of Convention & Visitors Bureaus is currently hosting its 2013 convention in El Paso and has brought in over 200 delegates.
- Senior management for SMG has also been in El Paso this week.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- Total revenue for the month of June 2013 was \$307,149 bringing total revenue YTD to \$3,917,144.
- Total expenses for CPAC for the month of June 2013 were \$397,117 bringing YTD expenses to \$4,795,931.
- Total expenses for CVB for the month of June 2013 were \$218,621 bringing YTD expenses to \$2,212,117.

**B. Tourism Development: Veronica Castro**

- The Visitor Information Center has relocated to the Union Depot and will now offer free parking to all visitors. We are currently working with the City and DMD for assistance with signage.
- The Guia Turistica was released in June with a drop of over 30,000 in the State of Chihuahua. 11 hotels participated in the guide. The guide offers several discounts and can also be accessed online at visitelpaso.com
- The official El Paso Visitors Guide will now be produced once a year with a release date of January 2014. The guide will feature several QR codes and a more modern feel.

**C. Convention Development: Veronica Castro**

- Brooke Underwood has been working with TACVB all week and hosted the conventions board of directors earlier in the week.
- Several meetings with USBC have been conducted recently. USBC has contracted a new housing agency and will be in town next week for hotel site visits. Brooke will be in touch with hotels regarding visits and hope to have all contracts in place by November.
- Convention Sales staff will be attending Connect as part of a Team TX initiative. Over 15 one on one meetings with meeting planners have been secured.

- **Facility Sales-Carol McNeal**
- This year bookings have been very strong and are expected to continue to grow.
- Events currently on sale include
  - Broadway subscriptions
  - Viva! El Paso (last weekend)
  - Film Festival
  - Bill Burr
  - Blondie
  - Little Joe
  - Disney Live
  - Music of Led Zeppelin
- We are currently working with the Christian Congregation of Jehovah Witnesses to host their annual conference for the next 5 years. The annual district conference will host roughly 5,000 individuals over a 3 day period.

#### **IV. Open Discussion**

##### **A. Danny Padilla**

- Invited the group to the next HMA general session meeting at Butterfield Trail Golf Club.

##### **B. Pifas Silva**

- Thanked the Bureau for the invitation to the TACVB Oscar Party Night.

##### **C. Bill Ketcherside**

- Ft. Bliss is working with the City on the new Bike Share program.
- Rock the Fort saw over 12,000 in attendance.
- The final Freedom Crossing concert will be held on Aug. 21<sup>st</sup>.
- Fort Bliss will be hosting the Armed Forces World Military Taekwondo Championships where over 21 countries will participate. The group has one free day in which they would like the assistance of the CVB.

**\*Adjourn 4:55 pm**

**\*The next meeting will be on Thursday, September 12, 2013 at 4 p.m.**