

## Minutes

### El Paso Convention and Visitors Bureau

#### Advisory Board Meeting

Thursday, August 9, 2007, 4:00 P.M.

Las Palmas & Del Sol Room (Convention Center)

#### Board Members Present

Marilyn Munden  
Cindy Foght  
Adeline Rogers  
Pat Valdez-Rios  
Jane Ratcliff  
Bernie Olivas

#### Board Members Absent

Lidia Flynn  
Fred Jackson  
Michael Shoffit

#### CVB Staff

Bill Blaziek  
Valerie Garcia  
Bryan Crowe  
Pifas Silva  
Pat Garrett  
Wendy Garrett

### 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: Bryan Crowe reviewed financials for the months of May/June.

- Revenues & Expenses continue to stay on course with budget.

#### B. Convention and Tourism Development: Pat Garrett reported for the month of April.

- 21 leads were issued representing 9,940 attendees, 8,245 room nights and an economic impact of \$6,355,636
- 8 leads were turned definite representing 2,255 attendees, 1,041 room nights and an economic impact of \$1,441,847.00
- Pat Garrett, Director of Sales partnered with the local chapter of Texas State Association of Fire Fighters to present El Paso as host city for the Annual 2009 Convention during the 2007 convention in Wichita Falls, Texas.
- Planning Committee representatives from Texas Retired Teachers Association's Austin office were in El Paso August 7-8, 2007 for the final planning meeting for the April 2008 Annual Convention.
- Sales Managers Dana Smith and Cathy Countiss will participate in Faculty and Staff In-Service Day at El Paso Community College August 13, 2007. A sales blitz to include local hotel partners will follow once the new school semester is in session.
- Terrie Todd, AGM, and Veronica Castro, Senior Tourism Manager, will attend the Texas Association of Convention & Visitors Bureau Annual Conference on August 7-9, 2007 in Corpus Christi, Texas.
- Pat Garrett, and Rene Baez, Director of Sales for the Camino Real will attend the Hospitality Sales and Marketing Association International (HSMIA) Affordable Meetings in Washington DC, on September 5-6, 2007.
- Cathy Countiss, will attend the Kiwanis International Conference on August 9-11, 2007 in Phoenix, Arizona.

**C. Performing Arts Venues Wendy Garrett reported for June/July:**

- Attendance in both theatres for April was 5,192 :  
(Plaza 2,165 & Chavez 2,427)
- Year to date attendance is 165,478  
(Plaza 78,403 & Chavez 64,147)
- Author David Sedaris will perform at the Plaza Theatre on Tuesday October 23, 2007.
- The 2007/2008 Broadway Season will begin in October with the Johnny Cash Ring of Fire show.
- Wendy reported that Viva finished its season with a successful run and received many compliments despite the rain delays.
- Exciting concerts that have been booked are Peter Frampton on September 18 and The Killers on September 17.

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

- Bryan reported that the position for Executive Chef has become available.
- A new Wine Program will be implemented with the banquet menus.
- Concessions did very well at Alfresco Friday's this season.

**E. Communications: Pifas Silva**

- 108,263 visitors to the website in July up from 42,263 in July 2006
- \$153,299.21 media value received in July bringing the year total close to the one million dollar mark.
- The Board was invited to the news conference for the Bowling Proprietors' Association of America (BPAA) Bowling Pin Cart tour across the Southwest which will be held at the El Paso Convention Center August 14.
- The Marketing Plan for 2007-2008 was distributed to all Board members. The plan was shared with stakeholders and the CVB's Marketing Committee prior to publication for their feedback.
- August's edition of the El Paso Magazine and the El Pasoan were distributed to all Board members for their review.

**F. Film Commission: Susie Gaines**

- Wrapped documentary (BBC Documentary); 1 Television Projects (Jeopardy)
- Scouted with a television series titled RIO GRANDE, and the other for an Independent feature titled "One Night in Juarez".

**IV. GENERAL MANAGERS UPDATE**

- Bill Blaziek and Bryan Crowe reported and demonstrated a model of the latest project to upgrade the Plaza which will entail a rehab of the exterior of the Convention Center due to deteriorations that have begun since the early 1970's. The project includes removing the cooling towers, adding shaded areas, a misting system, and open panels which can be adjusted to the sun. This completion has a finish date of late 2008. This area will provide a better outdoor area for performances and also have room to add public access restrooms. The architect that is helping with this project is Carl Daniel & Associates.

**VI. ADJOURN**

- Meeting was adjourned at 5:16PM.

**\*The next meeting is scheduled for Thursday, September 13<sup>th</sup> at 4 p.m.**