

Minutes

Destination El Paso Advisory Board Meeting

Thursday, August 9, 2018 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Georgina Williams
Kerry Doyle
Ismael Legarreta
Elvira Galindo
Krista Snow
Katherine Brennand

Board Members Absent

Rose Lucero
Bernie Olivas
Marianne Rosas

Destination EP Staff

Bryan Crowe
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:05 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Georgina Williams.
- Seconded by Ismael Legarreta.

III. General Manager's Update: Bryan Crowe

- The Courtyard by Marriott Downtown opened its doors last Friday. The Courtyard is owned by the same owners of Doubletree and it looks like the Doubletree will undergo a renovation next year.
- Plaza Classic Film Festival ends this weekend.
- Alfresco Fridays! comes to an end this month (Aug. 24)
- Live Fit EP Fitness Festival, Sat. Aug. 18, Convention Center
- El Paso Symphony Orchestra presents the Music of Queen, Aug. 25, Plaza Theatre
- Alice in Chains, Sept. 4, Abraham Chavez Theatre
- Downtown Streetfest lineup was announced Monday
 - Friday, Oct. 5
 - Dennis DeYoung: The Music of Styx
 - Jefferson Starship
 - Mark Farner's American Band
 - Saturday, Oct. 6
 - Jonathan Davis of Korn
 - Through Fire
 - Dead Girls Academy
- The Streetfest footprint is changing this year. We will focus more on a family friendly festival with lower ticket prices. We have partnered with the USO and they will bring display assets from Ft. Bliss and this area will be free to the public.

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for June 2018.
- Total revenue for the month of June 2018 was \$1,023,475 bringing Total YTD revenue to \$6,339,071.
- Total expenses for El Paso Live for the month of June 2018 were \$705,867 bringing YTD expenses to \$6,289,704.
- Total expenses for Visit El Paso for the month of June 2018 were \$307,316 bringing YTD expenses to \$2,895,908.
- YTD we are experiencing a positive variance of \$627,451.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$931,192.
- June is the 10th month of our fiscal year and we broke \$1 million in revenue in the month of June.

- Dick Behrenhausen asked about the Glory Road agreement and how it works. Bryan answered according to the new contract we are paid a management fee from Sun Metro. Mr. Behrenhausen commented that he has noticed the garage is usually empty. Bryan responded that UTEP contracted 220 parking spaces that are used when school is in session and now that there is metered parking in the area it will drive more people to use the garage.
- Ismael Legarreta asked for an update on Cohen stadium and if there are still expenses we are incurring. Bryan answered that we are still leasing the parking lot, but activity has ceased, and we are slowly retrieving all our equipment. We are still paying for security and that is the only current expense.
- **Tourism Development: Veronica Castro**
- We had 6 travel writers for the month of July.
- Hosted Travel Writer Jessica Serna with My Curly Adventures July 5th through 8th in conjunction with her Texas Travel Series. She made her way to El Paso from the Big Bend area.
- Leesy McCorgary, Advertising & Marketing Manager, traveled to Seattle, WA to MozCon, a three-day event with sessions in SEO (Search Engine Optimization), social media, community building, content marketing, brand development, mobile landscape and analytics. Attendees go to educational sessions and general sessions with experienced speakers.
- Viva Big Bend Music Festival: July 27th through 29th. Maegan Hruby, Nora Ochoa and Ruth Nicasio attended. There were 4 shows on Friday and Saturday with bands from El Paso sponsored by VEP.
 - Promo Items: Took 500 items that included Amigo Man Pens, Sunglasses and Chapstick. We gave away approximately 100 items, due to people being reluctant to sign up for the raffle. They did not want to receive spam. We also took 1,500 cocktail napkins to be distributed to the venues.
 - Engagement: We engaged with approximately 150 people - Most of the people we talked to at the booth were familiar with the city of El Paso - some mentioned they used to live in El Paso, others that they come to El Paso to shop. We did get about five people that asked us for details on what there is to do in El Paso, hotel suggestions, and for the Visitor Guide.
 - Raffle: We raffled off a \$250 Lucchese Gift Certificate. 77 people registered for the raffle, 38 of those signed up for the Visit El Paso newsletter.
- **Convention Development: Veronica Castro on behalf of Brooke Underwood**
- There were 9 leads generated in the month of July 2018; representing 2,075 in total attendance and 2,345 total room nights.
- Society of American Travel Writers, Annual National Convention October 2019 - Attend: 500, Peak: 350, TRN: 1,500 and EI: \$414,300.38
- There were 7 definites secured in the month of July 2018; representing 1,426 in total attendance and 1,010 total room nights.
- Kappa Alpha Psi Fraternity, Inc., Leadership Conference, September 2018 – Attend: 600, Peak: 73, TRN: 204 and EI: \$261,561
- Juvenile Justice Association of Texas (JJAT), Annual Spring Conference April 2019 – Attend: 250, Peak: 250, TRN: 500 and EI: \$159,850.
- Bryan Crowe and Christian Lopez traveled to Edmonton, Canada for an attendance booster, partnering with the El Paso International Airport and El Paso City Council Rep. Brown to promote the 2019 Aviation Media SMART Airports & Regions Conference to be held in El Paso. This decision came within only one week of submitting our proposal. Attn: 600 Peak: 130 TRN: 340
- Jor Arcila traveled to Las Vegas, NV to attend the Esports Travel Summit in Las Vegas, Nevada, July 17-18. The Esports Travel Summit attracts top level decision-makers from the

world from the Esports community. The attendees are senior executives ranging from those who design esports venues, those who provide the platforms for streaming, those that provide advocacy to their communities, and those from the actual gaming companies. The destinations who desire to host their events, as well as many suppliers to this industry, were present as well. Jor attended the educational seminars and meetings to speak to potential clients face to face, meet board members, and speak to rights holders of the major E-sport entities to bring potential business to El Paso.

- Bryan mentioned that once all the hotels open downtown we will have a little over 1,200 rooms in downtown.
- **Venue and Event Management: Bryan Crowe**
- Ismael asked for an update on the Children's Museum, Mexican American Cultural Center and the Arena. Bryan commented that the City has agreed to contribute \$40 million and the private sector will contribute \$20 million towards the Children's Museum and it will probably be a 26-30-month construction project. The City is looking at the Downtown Library for the Mexican American Cultural Center. There is a hearing in Sept. to decide if the arena can host sporting events or not.
- Ismael asked if the Westin that is being considered near the airport will affect us. Bryan answered that it will be good for the area due to no new development near the airport.

***Adjourn 4:52 pm**

***The next meeting will be on Thursday, September 13 at 4:00 PM at the Destination El Paso Board Room**