

Minutes

Destination El Paso Advisory Board Meeting

Thursday September 11, 2014 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Mica Short
Bill Ketcherside
Jay Pritchard
Dick Behrenhausen

Board Members Absent

Pifas Silva
Danny Padilla
Irene Silva Pistella

Destination EP Staff

Bryan Crowe
Carol McNeal
Mauro Monsisvais
Veronica Castro
Lauren Falco

I. Call to Order

- The meeting was called to order at 4:09 p.m.

II. Approval of Minutes

- Motion to approve by Bill Ketcherside.
- Seconded by Jay Pritchard.

III. General Manager's Update: Bryan Crowe

- **Intercity Visit to Nashville TN**
 - Destination El Paso and the CVB of Nashville will be partnering up in order to host this Intercity Visit to Nashville
 - The trip will be from Sept. 24-26
- **RFP on Convention Center Hotel**
 - Currently we have an RFP out for the El Paso downtown Convention Center Hotel. We do not have a site as of now, but there is solicitation.
 - We are hearing lots of interest and the RFP calls for general ideas for the building.
- **Chihuahuas**
 - Our first season of baseball was outstanding. About 550,000 people came out to the games throughout the season and the team/staff won almost every MILB award they could. They have gained positive notoriety and exposure
 - Traffic turned out to be less of an issue
 - We are to host the national championship game in 2015

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
 - Total revenue for the month of July 2014 was \$234,512 bringing total YTD revenue to \$4,320,071.
 - Total expenses for El Paso Live for the month of July 2014 were \$452,296 bringing YTD expenses to \$5,399,842.
 - Total expenses for Visit El Paso for the month of July 2014 were \$122,343 bringing YTD expenses to \$2,426,826.
 - YTD we are experiencing a negative variance of \$42,967.
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$36,727.

- **Operations: Mauro Monsisvais**
 - The Pedestrian Pathway Project, which is broken into about 4 parts, will be in full effect in the next months. There will be several lane closures so keep abreast on the situation.
 - JR Construction is heading the work and the Arts Festival Plaza will be done around February 15, 2015.
- **Tourism Development: Veronica Castro**
- **Social Media**
 - Increased all social media accounts and interaction online
 - With the redesign of the website and the page for soldiers, we plan on increasing interaction even more.
- **Travel**
 - We've seen an increase of travel to the city and we think it's due in part to the several publications and the website so far.
 - The Visitor Centers have seen more activity
- **Advertising**
 - We generated about \$15,000,000 worth of free media due to the FAM, the Chihuahuas, etc. There have been several publications about El Paso, including the Queen's Chronicle "A City Unfairly Hurt by Misconceptions."
 - Our goal is to have 25 travel writers visit the city for 2015
- **"Discover El Paso"**
 - HPN Publishing has taken on a coffee table book of El Paso
 - We signed the contract in July and it takes a full year to create
 - We do not have to pay for the book and we direct the photographer and writer what to feature. Both the photographer and writer are from El Paso and the book will feature tourist attractions and businesses.
 - The book will be \$29.95 and is great for gifting!
- **USBC**
 - March 7-July17 of 2015
 - USBC is planning to work very closely with the El Paso community in order to pull off this large event. There will be a charity event and officials of USBC have been speaking to the Olo Gallery and Creative Kids to showcase the kids' art during the competition. USBC works with the Special Olympics right now, and might plan something with them for a fundraiser.
 - There will be several hotels taken over by USBC during these months. Several bowlers come in for the entire competition and will find housing throughout El Paso.
 - Suppliers are local and USBC's expenses are stimulating the EP community
 - We hope to have plenty of "Welcome USBC" advertising around EP and especially downtown.
 - Sep 23-25, there will be a team from USBC coming down for a briefing: a complete detailed account of the tournament and opening ceremony.
- **Convention Development: Brooke Underwood**
 - 3 leads were generated during the month of August
 - Fraternal Order of Retired Border Patrol Officers
 - The Jugglers Association will be in town July 17-23 of 2017 and there will be about 500 in attendance
 - TACVB Conference will come back to El Paso in 2016
 - We won 4 out of 4 awards we submitted our work to at the 2014 TACVB Conference in Galveston TX

- **Facility Sales & Marketing-Carol McNeal**
- There was a 7% reduction in the year for attendance. This had to do with the events that were scheduled this year and last minute cancellations at some of our series shows. Traffic and construction also affected attendance at the Plaza Classic Film Festival.
- There will be a re-launch of Viva El Paso with UTEP and the El Paso Community Foundation's help. We are changing the show up a bit so it is better than ever.
- Sept 23. We will be auctioning off a signed guitar by Peter Frampton
- We made the Top 100 Theatres by Pollstar for Midyear. We were number 83/84
 - Disney Pirates and Princesses – September 12-14, Abraham Chavez Theatre
 - Sierra Medical Health Network Dinner – September 13, Convention Center
 - Peter Frampton – September 23, The Plaza Theatre
 - El Paso Symphony Orchestra – September 19 & 20, The Plaza Theatre
 - FEMAP Gala - September 26, Convention Center
 - Fernando Varela - September 28, Abraham Chavez Theatre (Showtime El Paso)
 - Kicker Arenacross & Monster Truck Show, September 19 & 20, Cohen Stadium

V. Open Discussion

***Adjourn 5:30 pm**

***The next meeting will be on Thursday, October 9, 2014 at 4 p.m.**