

Minutes

El Paso Convention and Visitors Bureau

Advisory Board Meeting

Thursday, September 13, 2007, 4:00 P.M.

The Las Palmas and Del Sol Room, El Paso Convention Center

Board Members Present

Marilyn Munden
Adeline Rogers
Lidia Flynn
Bernie Olivas
Jane Ratchiff
Cindy Foght
Michael Shoffitt
Terry Guerra

Board Members Absent

Fred Jackson
Joe Frandina

CVB Staff

Bill Blaziek
Terrie Todd
Bryan Crowe
Wendy Garrett
Pat Genera
Valerie A. Garcia
Susie Gaines

I. CALL TO ORDER

- The meeting was called to order at 4:09 P.M.

II. REVIEW OF MINUTES

- Minutes were filed as presented.

III. UPDATES

A. Financials: Pat Genera reviewed financials for July/August

- Revenues and expenses are on course with budget.

B. Convention and Tourism Development: Terrie Todd

- Leads generated were up 9% year over year. Definite business was up 18%.
- Carey Robertson with United States American Arts Federation was hosted to a site visit to El Paso and they have verbally committed to staging their 2008 meeting in El Paso.
- Terrie Todd gave recognition to MCAD for their assistance in bringing conventions to El Paso.
- Director of Sales Pat Garrett and Sales Manager Dana Smith attended the HSMIAI (Hotel Sales & Marketing Association International) Affordable Meetings Conference in Washington D.C. along with Rene Baz, Director of Sales from the Camino Real.
- Visitor inquires increased 36% from last year and the 3 Visitor Information Centers assisted over 36,000 walk-ins an increase of 39% year over year.
- Senior Tourism Manager Veronica Castro and Assistant Manager for Communications Vanessa Andrade will attend the Texas Travel Industry Association's annual Travel Summit in Houston, Sept. 23 – 26th.
- The Amigo Airsho and Southwestern Rodeo will be held on September 20-23.

C. Performing Arts Venues: Wendy Garrett

- Attendance in both Theatres totaled 7,813 in August bringing the year end count to 174,486.
- Tickets for 2nd Chicago concert are to go on sale September 15, 2007
- Ticket sales for Stomp and B.B. King will go on sale September 28, 2007
- Opera update: Aida was judged a huge success w/ sales at 86% of house on Friday and sold out on Saturday

D. Operations and Food and Beverage: Bryan Crowe

- 28 bookings were secured for 2007, which include:
St. Mary's reception
X-Prize Reception
University of Texas El Paso Fundraiser Dinner
Ysleta Independent School District's Teacher of the Year Banquet
2 banquets for City Hall events
- Resumes are still being accepted for the Executive Chef position.
- New Convention Center banquet menus will be available at the end of September.

E. Communications: Terrie Todd

- Terrie Todd reported for Pifas Silva who was entertaining Travel Writers from ExpressJet.
- The new master calendar eventsel Paso.com launched on the CVB website August 30th. The website is accessible to the entire El Paso community to post their events on-line. We are averaging 3-5 entries per day on the calendar.
- The fall edition of the El Paso Visitors Guide is showcasing the Butterfield Trail Golf Course.

F. Film Commission: Susie Gaines

- The Film Commission has generated 17 new leads in August
- Border Patrol Training video was wrapped along with Pandemic Flu spot and Tony Lama commercial.
- Independent film Wicked Lake will wrap at the end of September or early October.

IV. GENERAL MANAGERS UPDATE

- Bill Blaziek gave a warm goodbye to Advisory Board members Bernie Olivas and Michael Shoffit and presented them with recognition plaques for all their years of hard work and commitment to the Board. Mr. Blaziek introduced the incoming Board Members Joe Frandina General Manager of the Holiday Inn Express El Paso Central and Theresa Guerra Executive Assistant to Paul Foster at Western Refining.

V. OPEN DISCUSSION

- Lidia Flynn informed us of the 20th Concordia Walk and gave kudos to Susie Gaines for all her hard work with film crews. Lidia will also be featured in the Border Patrol documentary.

VI. ADJOURN

- Meeting was adjourned at 5:24 PM.

***The next meeting will be on October 11, 2007 at 4 PM.**