

Minutes

Destination El Paso Advisory Board Meeting

Thursday, September 14, 2017 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Rose Lucero
Georgina Williams
Ismael Legarreta
Marianne Rosas
Kerry Doyle
Krista Snow

Board Members Absent

Bernie Olivas
Martin Bartlett

Destination EP Staff

Bryan Crowe
Veronica Castro
Amanda Fernandez

I. Call to Order

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

II. Approval of Minutes

- Motion to approve the minutes by Ismael Legarreta.
- Seconded by Rose Lucero.

III. General Manager's Update: Bryan Crowe

- Bryan reported that Ryan Lympus is leaving Destination El Paso at the end of the September.
- The El Paso Dental Conference is currently going on in the Convention Center, it is an annual 3-day conference that fills the Convention Center.
- Beautiful the Carole King Musical opens the 2017-2018 El Paso Electric Broadway Series next Tuesday with 8 performances.
- Group sales for Lion King will begin soon and there will be VIP group sales kickoff reception for Lion King in late October.
- Ismael asked if the Bathroom Bill has been killed; Bryan responded it has died for this legislative session.
- Ismael asked for an update regarding bringing a soccer team to El Paso; Bryan answered that we are not involved with that effort.
- Ismael asked if the Camino Real was on schedule; Bryan said as far as he has been told it is on schedule.
- Ismael asked for an update on the streetcar; Bryan said testing should begin mid-2018 and it will be online in the fall of 2018.
- Krista asked if we were involved in the Amazon bid; Bryan mentioned that we will play a role in the bid process.

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for July 2017.
 - Total revenue for the month of July 2017 was \$338,068 bringing Total YTD revenue is \$5,613,126.
 - Total expenses for El Paso Live for the month of July 2017 were \$588,801 bringing YTD expenses to \$6,567,532.
 - Total expenses for Visit El Paso for the month of July 2017 were \$320,633 bringing YTD expenses to \$2,865,456.
 - YTD we are experiencing a negative variance of \$234,377.

- YTD after the influx of City of El Paso funding there is an Adjusted Net loss of \$52,730.
- **Tourism Development: Veronica Castro**
- Maegan Hruby just came back from a travel media showcase in South Carolina and had 40 appointments with some interest in visiting El Paso during a FAM. Juarez also attend the showcase to promote their city.
- Veronica and Jor attended IBTM in Mexico City as part of the Chihuahua City booth. We partnered with Juarez to promote both cities and had 30 appointments.
- Sun City Music Fest was held over Labor Day weekend and there were 2,500 room nights from the event.
- Marianne asked if we track economic impact from tours like Guns n Roses. Bryan responded that is easier for us to track when it is a tour that comes through one of our venues due to us giving them a survey. We do see about 10-15% of patrons coming from interior Mexico.
- Georgina asked if there was still a shuttle or trolley service from El Paso to Juarez; Bryan mentioned that the Transborde bus does go back and forth to Juarez from El Paso.
- **Convention Development: Brooke Underwood**
- Cathy Stevens and Maegan Hurby attended the Texas Association of Convention & Visitor's Bureau Annual Conference in Ft. Worth, TX. Maegan had the opportunity to attend as a first timer – gaining vital industry specific knowledge to further her career. Cathy finished up her Texas Destination Marketer program and will be awarded her TDM designation at next year's Annual Conference in Sugarland, TX.
- Cathy Stevens and Jor Arcila attended Connect Marketplace in New Orleans, LA hosted by Connect Meetings. Connect is the premier hosted-buyer event that brings together the most active planners, suppliers and experts in CORPORATE, ASSOCIATION, SPECIALTY, EXPO and SPORTS meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking.
- Visit El Paso had a total of (65) appointments with various Specialty and Sport organizations from across the country. Visit El Paso provided each highly qualified appointment with a thumb drive loaded with our respective Meeting & Event Rights Holders Planner kits, salsa packets and Chihuahuas baseball caps. Between the two of them, they received (13) RFPs.
- We exceeded our goals for this Fiscal Year.
- **Assistant General Manager: Bryan Crowe on behalf of Ryan Lympus**
- We finished FY2016-2017 ahead of FY2015-2016 in all venues.
- We have exceeded our annual goal of 155,000 attendees by 47,889 to finish up the fiscal year.
- Movies in the Canyon continues through this month at McKelligon Canyon.
- We have a lot of shows coming up in September and October- Garrison Keillor, Wilco and Theresa Caputo to name a few.

***Adjourn 5:15 pm**

***The next meeting will be on Thursday, October 12 at 4:00 PM at the Destination El Paso Board Room**