

Minutes

Destination El Paso Advisory Board Meeting

Wednesday September 21, 2016 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Bernie Olivas
Krista Snow
Lane Gaddy
Georgina Panahi
Martin Bartlett

Board Members Absent

Ismael Legarreta

Destination EP Staff

Bryan Crowe
Ryan Lympus
Brooke Underwood
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 Panahi.
- Seconded by Krista Snow.

III. General Manager's Update: Bryan Crowe

- Introductions of new board members- Bernie Olivas, Lane Gaddy, and Martin Bartlett.
- Reviewed the orientation manual with all board members.
- Bryan discussed the IBTM convention in Mexico City that was attended by Bryan, Brooke Underwood and Veronica Castro along with the Juarez BCV.
 - A meeting planner from the convention will be conducting a site visit on Nov. 1.
- Bryan talked about his recent presentation to the Destination Marketing Association International Visitor Services Summit regarding the El Paso app and our Virtual Visitor Center that uses FaceTime.

IV. Department Updates

• Financials: Bryan Crowe

- Financial Narrative for June and July
 - Total revenue for the month of June 2016 was \$450,307 bringing Total YTD revenue budget to \$4,474,762
 - Total expenses for El Paso Live for the month of June 2016 were \$747,708 bringing YTD expenses to \$5,631,102
 - Total expenses for Visit El Paso for the month of June 2016 were \$328,275 bringing YTD expenses to \$2,493,318
 - YTD we are experiencing a negative variance of \$272,432
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$331,216
 - Total revenue for the month of July 2016 was \$518,870 bringing Total YTD revenue budget to \$4,993,636
 - Total expenses for El Paso Live for the month of July 2016 were \$470,543 bringing YTD expenses to \$6,118,496
 - Total expenses for Visit El Paso for the month of July 2016 were \$249,946 bringing YTD expenses to \$2,743,261
 - YTD we are experiencing a negative variance of \$213,631
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Loss of \$217,835

- **Tourism Development: Veronica Castro presented by Brooke Underwood**
- Veronica showed the article that came out in GQ Mexico from travel writers who visited El Paso in May. The advertorial value for the story is \$496,145.
- We hosted two bloggers from San Diego in July. They were here for three days exploring El Paso. Their blog is Travel the World and it has 24,818 unique visits, 3,032 Facebook “Likes”, 16,463 Twitter followers.
- We are currently hosting a travel writer Elaine Masters also from San Diego who writes for Trip Wellness and has a podcast on traveling. She is spending a few days in El Paso and in Marfa.
- Veronica showed the board the new visitor guide which is distributed to all hotels and any other outlets that requests the visitor guide.
- Veronica is working on creating packages for travel writers to include hotel, excursions and attend events such as Neon Desert.
- **Convention Development: Brooke Underwood**
- Cathy Stevens and Sarah Salazar attended Connect Market Place in Grapevine and came back with 12 RFPs.
- We hosted TACVB convention in August which was last here 3 years ago. We showcased all the new and exciting things that have happened in El Paso in the past 3 years.
- Cathy attended Texas Society of Association Executives (TSAE) Annual New Ideas Conference September 11-13 in San Antonio. Visit El Paso is the sponsor for Wi-Fi.
- Cathy will also attend the TEAMS Sports Conference September 26-30 and she will be meeting with pre-qualified Event Rights Holders to try and attract more sports business to the city.
- The Film Commission had 10 inquiries for the month of August 2016 compared to 5 in August 2015.
- Leads issued YTD were 65 and our goal was 66 and definites YTD were 39 and our goal was 46.
- Upcoming Events
 - Visit El Paso Annual Tamale Drop, Dec. 13-14 in Austin
 - TSAE Holiday Celebration Luncheon, Dec. 15 in Austin
- **Assistant General Manager: Ryan Lympus**
- El Paso Live kicked off Movies in the Canyon in Aug.; movies are shown at McKelligon Canyon every Fri. and Sat. evening through Sept.
- Event flyers have been translated into Spanish and are being passed out at the Feria in Juarez to promote all of our events.
- El Paso Live is looking into partnering with tour operators from Chihuahua to create packages to bring tourists to see Phantom of the Opera.
- We announced today that Lion King will be part of the 2017-2018 Broadway Series.
- Ryan encouraged our board members to sign up to receive email notifications regarding our upcoming events and information on pre-sales.
- August Highlights
 - Piano Guys, Abraham Chavez Theatre, August 2, attendance of 1,776
 - Plaza Classic Film Festival, Plaza Theatre, Philanthropy Theatre, August 4-14, attendance of 10,922
 - U.S. – Mexico Border Summit, Convention Center, August 4, attendance of 268
 - Alfresco Fridays!, Convention Center Plaza, August 5, 12, 19, 26, attendance of 783, 959, 401, 459
 - Viva El Paso, McKelligon Canyon Amphitheatre, August 5, 6, 7, attendances of 497, 667, 484
 - Texas Association of Convention and Visitors Bureaus Convention, Convention Center, August 16-18, attendance of 620

- Kabah and OV7, Plaza Theatre, August 19, attendance of 1,488
- Movies in the Canyon, McKelligon Canyon Amphitheatre, August 19, 20, 26, 27, attendances of 486, 391, 1,063, rainout
- University of Phoenix Graduation, Convention Center, August 20, attendance of 3,202
- Region 19 Teacher of the Year, Plaza Theatre/Arts Festival Plaza, August 20, attendance of 508
- City of El Paso Health and Safety Fair, Cohen Stadium, August 20, attendance of 1,012
- Menopause the Musical, Plaza Theatre, August 21, attendance of 657
- Southwest University Job Fair, Convention Center, August 23, attendance of 1,042
- UTEP Football Kick-Off Luncheon, Convention Center, August 25, attendance of 394
- Beach Boys, Abraham Chavez Theatre, August 26, attendance of 1,169
- September Events
 - Fab Four – Beatles Tribute, Plaza Theater, September 1
 - Movies in the Canyon, McKelligon Canyon Amphitheatre, September 2, 3, 9, 10, 16, 17, 23, 24 30
 - Aging to Perfection Expo, Convention Center, September 6
 - Men are from Mars, Women are from Venus, Philanthropy Theater, September 8, 9, 10, 11
 - Alfresco Friday, Convention Center Plaza, September 9, 16, 23, 30
 - USCIS Swearing In, Abraham Chavez Theatre, September 9
 - El Paso District Dental Society Conference, Convention Center, September 15-16
 - City of El Paso Retired Senior Volunteer Program (RSVP) Luncheon, Convention Center, September 17
 - Casting Crowns, Abraham Chavez Theatre, September 22
 - Foundation for the Diocese of El Paso Dinner, Convention Center, September 22
 - EPSO Concerts, Plaza Theatre, September 23-24
 - El Paso Business Expo, Convention Center, September 27
 - Stars Scholarship Gala and Pat Green Concert, Convention Center/Abraham Chavez Theatre, September 29
 - Realtor Rally, Convention Center, September 30
 - Penn and Teller, Plaza Theatre, September 30

V. Open Discussion

- Public comment was made by Richard Behrenhausen; he asked if there were any plans for Oishii. Bryan responded that there is some interest from individuals regarding the space.
- Mr. Behrenhausen mentioned that the event tent and the amphitheater at the El Paso Zoo is now open and available for company events.
- Mr. Behrenhausen asked for an update on the cultural center. Bryan discussed the Abraham Chavez Theatre is the site for the cultural center and he also gave an update on the Children’s Museum.
- Martin Bartlett asked if the zoo drives visits to El Paso and Bryan responded that it increases the length of the visit and frequency of visits.

***Adjourn 5:03 pm**

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