

Minutes

Destination El Paso Advisory Board Meeting

Thursday September 24, 2015 3:00 p.m.

Destination El Paso Boardroom

Board Members Present

Israel Rivera
Mica Short
Dick Behrenhausen
Jay Pritchard
Danny Padilla

Board Members Absent

Bill Ketcherside

Destination EP Staff

Mauro Monsisvais
Carol McNeal
Bryan Crowe
Veronica Castro
Lauren Falco

I. Call to Order

- The meeting was called to order at 3:04 p.m.

II. Approval of Minutes

- Moved to Approve Minutes:
 - 1st – Danny
 - 2nd – Jay

III. General Manager's Update: Bryan Crowe

- **Assistant General Manager – Ryan Lympus**
 - Ryan will be joining the El Paso Live team as the new Assistant General Manager starting on October 5th, 2015. He will help alleviate the needs of Bryan

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative
 - Total revenue for the month of July 2015 was \$233,908 bringing Total YTD revenue budget to \$4,765,144
 - Total expenses for El Paso Live for the month of July 2015 were \$418,325 bringing YTD expenses to \$5,483,754
 - Total expenses for Visit El Paso for the month of July 2015 were \$257,630 bringing YTD expenses to \$2,592,550
 - YTD we are experiencing a positive variance of \$133,918
 - YTD after the influx of City of El Paso funding there is an Adjusted Net Profit of \$130,023
 - Will have 2014/15 Closing Financials by November meeting
 - In great shape for close of the year
 - Highest revenue to date
- **Operations: Mauro Monsisvais**
 - *No report*
- **Tourism Development: Veronica Castro**
 - **Destination El Paso Website Features**
 - Visit El Paso is working with a new technology group that will allow people to book hotel rooms for their stay in El Paso through the Visit El Paso Website. This will include a filter to choose based off of location, price, etc.
 - Would eventually like to include functionality on the Spanish Website, El Paso Es Tuyo, as well

- **Social Media Influencer**
 - Coming down from Seattle, Washington to visit El Paso & write about her stay.
 - Will include information on the boot industry of EP as well as her experiences at local events including Chalk the Block.
- **Convention Development: Brooke Underwood**
 - **On Maternity Leave**
 - **Notable Leads for July:**
 - TX State Teachers Association
 - Combat Veterans Motorcycle Association
 - Democratic Party, State Convention
- **Facility Sales & Marketing-Carol McNeal**
 - Zedd was a success at the Convention Center & had plenty of coverage on the El Paso Live social media sites
 - Yes & Toto was a success as well and people enjoyed the remodeled Cohen Stadium. The next event will be Oktoberfest, hosted with Townsquare Media.

V. Open Discussion

***Adjourn 4:22 pm**

***The next meeting will be on Thursday, November 12th, 2015 at 4:00 PM at the Destination El Paso Board Room**