

Minutes
El Paso Convention and Visitors Bureau
Advisory Board Meeting
Thursday, September 26, 2013 4:00 p.m.
CVB Boardroom

Board Members Present

Mica Short
Danny Padilla
Laurie Paternoster
Bill Ketcherside
Pifas Silva
Dick Behrenhausen
Bernie Olivas

Board Members Absent

Bianca Licon

CVB Staff

Bill Blaziek
Bryan Crowe
Diana Thornton
Mauro Monsisvais
Carol McNeal
Veronica Castro
Brooke Underwood

I. Call to Order

- The meeting was called to order at 4:02 p.m.

II. General Manager's Update

- Bill Blaziek introduced Brad Taylor, General Manager for MountainStar Sports Group.
- Bill Blaziek announced his retirement and explained that Bryan Crowe will take over as General Manager on Nov. 15, 2013.
- The new marketing plan is complete and each member has been given a copy.
- Bill and Veronica attended the Texas Travel Industry Association Travel Summit where they attended a variety of industry sessions.

III. Department Updates

A. Financials: Bryan Crowe

- Total revenue for the month of July 2013 was \$352,194 bringing total revenue YTD to \$4,269,331.
- Total expenses for CPAC for the month of July 2013 were \$584,707 bringing YTD expenses to \$5,380,643.
- Total expenses for CVB for the month of July 2013 were \$141,796 bringing YTD expenses to \$2,353,911.
- The Pedestrian Pathway Project, originally part of the QOL bond is scheduled to begin soon and as of Oct. 1 the Chamber of Commerce parking lot will no longer be accessible. There will be 3 phases to the project with the second phase beginning after baseball season. The project is scheduled to be complete before USBC.

B. Tourism Development: Veronica Castro

- Veronica introduced the new social media presentation that addressed the growth in all CVB social media outlets.
- To date we have nearly 1,500 It's All Good digital ambassadors. A cooperative with the CVB and UTEP Alumni Association will take place this Nov. in an effort to expand the It's All Good campaign and reach outside markets.
- Bill Blaziek was honored at this year's Texas Travel Industry Association Travel Summit for his many years in the industry.

C. Convention Development: Brooke Underwood

- Convention Development staff attended Connect Marketplace and Connect Sports in Milwaukee. We secured over 47 qualified appointments and received 3 requests for proposals at the event.
- Staff is scheduled to attend Rejuvenate, a religious conference in October. Typically over 30 appointments are secured.

- USBC is scheduled for site visits in November and CUSA will arrive in Oct. for their site visits.
- We continue to hear positive feedback from this year's TACVB conference that was held in El Paso.

D. Facility Sales-Carol McNeal

- Events currently on sale include
 - Bill Burr
 - Tom Lea Month
 - La Familia
 - Straight No Chaser
 - Foreigner
 - Dance for Kid's Sake
 - Million Dollar Quartet
 - Bill Cosby
 - Willie Nelson
 - Opera Gala
 - Mythbusters

IV. Open Discussion

A. Bill Ketcherside

- MCAD is considering a possible collaborative effort for Oktoberfest.
- Upcoming event on post include: Trace Adkins, Tae Kwon Do Competition, and Cultural Days.

B. Bernie Olivas

- Invited the group to participate in the annual clothing drive. This year's goal is to raise 100K lbs.

C. Laurie Paternoster

- Reminded the group about Tom Lea month and extended an invitation to attend the El Paso Explorium's Tom Lea event.

***Adjourn 5:23pm**

***The next meeting will be on Thursday, October 10, 2013 at 4 p.m.**