

Minutes
El Paso Convention and Visitors Bureau
Advisory Board Meeting
Thursday, September 6, 2012 4:00 p.m.
WestStar Bank Boardroom

Board Members Present

Bernie Olivas
Mica Short
Bernie Olivas
Laurie Paternoster
Dick Behrenhausen
Lily Limon

Board Members Absent

Elvia Hernandez

CVB Staff

Bill Blaziek
Bryan Crowe
Brooke Underwood
Veronica Castro
Mauro Monsisvais
Carol McNeal
Leesy McCorgary

I. CALL TO ORDER

- The meeting was called to order at 4:10 p.m.

II. General Manager's Update

- Bill Blaziek introduced CVB/CPAC staff to new board members and asked that each new member introduce themselves and briefly discuss their background.
- An explanation of how board members are chosen, term limits, and SMG's relationship with the City was given.
- A description of CVP/CPAC organizational layout, quantifiables, and funding sources was also given.
- August marks the end of our Fiscal year and end of year reports for most departments will be provided in October. End of year financials will be available in November once the external audit is complete.
- Bill presented plaques to departing members, Betsy Behrenhausen and Bernie Sargent and expressed our appreciation and gratitude to both.

III. Department Updates

A. Financials-Bryan Crowe

- Total revenue generated for July 2012 was \$240,044.
- Year to date total revenue generated is \$3,881,821.
- Total revenue YTD is under budget by \$113, 179.
- Total operating expenses for July 2012 were \$548,723
- Total operating expenses year to date are under budget by \$124,860.

B. Tourism Development-Veronica Castro

- Veronica Castro welcomed the group and stated that the department is anticipating a very busy start to the new fiscal year.

C. Convention Development-Brooke Underwood

- A meeting with Paula Powell, Tournament Director for the City Parks and Rec Department took place this week. The bureau will handle hotel leads for the various groups as well as assist with tournament bids and attend national shows.

D. Facility Sales & Marketing-Carol McNeal

- Movies in the Canyon has kicked off and movies are being shown every Friday and Saturday at approximately 8:30 pm.
- Broadway has added Beauty and the Beast to the series. Tickets will go on sale in early November.

E. Operations-Mauro Monsisvais

- The local architect that designed the Convention Center canopy has been contacted to design a similar structure that will be located in an area across from the Statue of Liberty on Liberty Island.
- A mural project is currently being discussed. The mural will be located inside the Convention Center parking garage.

IV. Open Discussion

- Bernie Olivas announced that the Sun Bowl is in full swing. This year's parade is a comic book theme with a record number of floats.
- Laurie Paternoster announced that September 22 will be the opening of the new exhibit In the Dark.
- Dick Behrenhausen discussed UTEP's first ever Intercollegiate Golf Tournament at Butterfield Trail. Approximately 70-80 golfers will participate.
- Bernie Sargent
 - Celebration of our Mountains kicks off this October.
 - A re-print of various historical and cultural brochures will take place within the next 2 weeks.
 - The mural at Gate B-6 in the EP International Museum is scheduled to be completed by the end of September.
 - The Billy the Kid Jail is currently experiencing a massive renovation.
 - A 20 minute NPR interview on Concordia Cemetery was held last month.
 - BYU's Mormon TV will broadcast a show on Concordia Cemetery.
 - Keystone Heritage Park will host a group of Mexican Rotarians this month.
- Mica Short announced that the Greater EP Chamber of Commerce will release a resolution in support of the Hotel Motel Tax increase.
- Bryan Crowe mentioned that this month will be very busy with various events such as Comic Con, Phineas & Ferb, Movies in the Canyon, Alfresco Fridays, etc.

V. ADJOURN

- Meeting was adjourned at 5:10 PM.

***The next meeting will be on Thursday, October 11, 2012 at 4 p.m. in the Convention Center.**

