

Minutes

El Paso Convention and Visitors Bureau Advisory Board Meeting Thursday, September 8, 2011 4:00 p.m. Las Palmas Del Sol Room

Board Members Present

Bernie Sargent
Elvia Hernandez
Joe Daubach
Betsy Behrenhausen
Laurie Paternoster
Joe Frandina, Emeritus

Board Members Absent

Kay Mooy
Bernie Olivas
Yolanda Torres
Terry Guerra, Emeritus
Marilyn Munden, Emeritus
Getsemani Yanez

CVB Staff

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

I. CALL TO ORDER

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

II. General Manager's Update

- Bill Blaziek discussed the planning behind the USBC bid and what an instrumental role the social media campaign played.

III. Department Updates

A. Financials: Bryan Crowe

- Projected estimated revenue of \$4,250,000 was exceeded and anticipated to reach \$4,325,000 at year end.
- Operating expenditures remained within contracted parameters and total revenue will exceed projections.

B. Facility Sales & Marketing: Carol McNeal

- Shrek will perform in the Plaza Theatre Oct. 25 & 26.
- Individual ticket sales for WICKED will go on sale October 28.
- Feria de la Familia is expected to draw 5-6,000 visitors this weekend.
- El Paso Comic Con, a new event to the Convention Center, is expected to draw a minimum attendance of 1,000.

C. Operations and Food and Beverage: Bryan Crowe

- The Parking and Safety and Security departments have recently hired new management staff.
- Currently in the process of reviewing various annual maintenance agreements, specifically the elevator contract. The new contract with a new provider will save CPAC nearly \$8,000 yearly.
- Demolition in the administrative buildings has begun and a final estimate for the total project is scheduled to be submitted by mid September.
- Food and beverage is ahead of pace with year to date revenue at \$1,921,041 compared to \$1,778,647 in 2010.

D. Convention Development : Brooke Underwood

- 3 Idea Fair Boards were submitted during the Texas Association of CVB's annual convention. The boards won in the following categories: Sports Marketing, Advertising Campaign and National Tourism Week Initiative.

- While at TACVB, El Paso was awarded with the 2013 TACVB convention.
- CVB is scheduled to hear from Conference USA regarding a bid opportunity for 2014.
- Key staff traveled to Arlington to present a bid for the 2015 USBC Open Championships. A decision is scheduled to be announced within the next week.
- Brooke presented the video that was shown during the USBC bid. The welcome video was a collaboration of key members of the community.

E. Tourism Development: Veronica Castro

- The Spanish website, www.visitaelpaso.com is now complete and all art work/tag lines were created by Atmosphera, a Mexican advertising agency the CVB has utilized for assistance in the Mexican market.
- The new Master Calendar, www.eventsel Paso.com launched earlier this month. The site received various upgrades including a fresh look and a more user friendly search engine.
- The new mobil optimized website for www.visitelpaso.com is up and running. The site provides smart phone users with a more user friendly interface.
- The CVB has partnered with Pinata Publishing to create a free application for El Paso. the application will be similar to the Visitors Guide and will provide users with information on area attractions, dining, shopping, etc.
- The Tourism department is currently researching another free application that will focus on walking tours. The hope is to have something up this week.

IV. Open Discussion

- Laurie Paternoster inquired on the negative media El Paso has received. Bill Blaziek responded by explaining the current focus of the Strategic Communications Taskforce. The SCT's mission is to roll out a grassroots campaign that will discuss the strengths of El Paso.
- Laurie Paternoster introduced the opening of her new exhibit, Bodies Human: Anatomy in Motion. The exhibit will open September 17. In addition, the Artisan Gallery (located inside Lynx Exhibits) will showcase four new glass artists.
- Joe Frandina shared the new feature placed in Texas Meetings & Events. The article featured El Paso as a prime convention destination location.
- Joe Frandina asked if the CVB has any interaction with "Competitiva." Bill Blaziek explained that the CVB has been in contact with the group however there was not a clear identification of El Paso's role/objective.
- Elvia Hernandez inquired on the Film Commission. Brooke Underwood explained that each month that departments report is attached to the department updates. All leads, features, etc. are recorded there.
- Bernie Sargent
 - El Paso re-enactors performed at the OK Corral event last weekend.
 - Keystone Heritage Park will host guided tours on October 1st.
 - Keystone will host Octoberfest on October 14th.
 - Concordia Cemetery's Walk through History is scheduled for October 15th.
 - The History Museum will host "Wall of Giants" September 2012.
 - Mark Barnett is currently working to provide signage for the Wyler Aerial Tramway.

V. ADJOURN

- Meeting was adjourned at 5:02 PM.

***The next meeting will be on Thursday, October 13, 2011 at 3 p.m. at the El Paso Zoo.**

