

Minutes
El Paso Convention and Visitors Bureau
Advisory Board Meeting
Thursday, September 9, 2010, 4:00 p.m.
Las Palmas Del Sol Room

Board Members Present

Joe Daubach
Elvia Hernandez
Laurie Paternoster
Getsemani Yanez
Betsy Behrenhausen
Kay Mooy
Marilyn Munden, Emeritus
Joe Frandina, HMA Emeritus

Board Members Absent

Yolanda Torres
Bernie Sargent
Terry Guerra, Emeritus

CVB Staff

Bill Blaziek
Carol McNeal
Verónica Castro
Daniel Horsch
Bryan Crowe
Leesy McCorgary
Mauro Monsisvais

I. CALL TO ORDER

- The meeting was called to order at 4:08 p.m.

II. UPDATES

A. Financials: Bryan Crowe reviewed financials for July 2010

- July revenues were strong with expenses in line. We are slightly under budget.

B. Convention Sales Development : Brooke Underwood

- **FY 09-10** - 70 leads were generated for the year representing 21,760 in total attendance, 39,755 Room Nights and an approximate Economic Impact of \$13.9 million.
- Notable business includes:
 - CUSA
 - LULAC
 - TX Association of Court Administration
 - TX State Council Knights of Columbus
 - TX Association of Drug Court Professionals
- **FY 09-10** - 51 pieces of business were confirmed for the year representing 17,056 in total attendance, 15,000 Room Nights and an approximate Economic Impact of \$10 million.
- Notable business includes
 - TX State Historical Association
 - TX State Teachers Association
 - Code Enforcement Association of TX
 - Mary Kay Cosmetics (2 consecutive years 2011,2012)
- Upcoming Events
 - City Hall Sales Blitz, one of the most effective means of securing convention leads.
 - Attending the TX Society of Association Executives Annual Conference.
 - Great networking opportunities and educational classes.
 - Over 400 Association CEO's & Executive Directors will be present.

C. Tourism Development: Veronica Castro

- In the month of August 2010 we received 2,222 travel inquiries.
- In the month of August we assisted 2,065 tourists in the 3 Visitor Information Centers.
- We ended the year with a total of 26,112 inquiries, an increase of 8.5% over last fiscal year and 28,096 walk-ins, a 34% increase year over year. The increase is largely due to USBC.
- The Tourism Department hosted 6 travel writers from the UK. The writers were part of an "Around the World" story that included Texas. The focus of the story for El Paso was handmade boots. The writers visited Lucesse, Rocketbuster, and Tres Outlaws.

- El Paso was the sweepstakes destination for Travelocity in May. The opportunity was brought to us by the State of Texas Tourism Office. The giveaway included accommodations and airline.
- The Tourism Department is working with Commander Sargent Major Davenport of the Morale Welfare Recreation and USO offices to create programs that will communicate to soldiers and families what El Paso has to offer.
- **Upcoming Events**
 - Mariachi Festival – Sept. 18th - Arts Festival Plaza
 - Lincoln Park Days – Sept. 19th - Lincoln Park underneath the spaghetti bowl
 - 200th Anniversary of the Independence of Mexico – Sept. 15 – San Jacinto Plaza
 - Fiesta San Elciario – Veterans Memorial Placita – Sept. 10 -12
 - Oktoberfest – Sept. 23-26 – Ft. Bliss
 - El Paso Ford Rodeo Dealers Southwestern International PRCA Sept. 23-26 Cohen
 - Elephant Festival – Sept. 25-26th Zoo
 - Chalk the Block – October 2 & 3rd - Arts Festival Plaza

D. Facility Sales & Marketing – Carol McNeal

During the month of August, 54,029 patrons attended events in all venues. 37,324 of these patrons attended events in the theatre venues and the remainder (16,705) attended events related to the Convention Center.

The Plaza and Abraham Chavez Theatres hosted 21,926 patrons in August ending the year with a total of 161,146 patrons which exceeded the quantifiable objective of 155,000 designated by the City of El Paso. Total FY 09/10 performance attendance in all theatre venues was 237,594, a 7.2% increase over FY 08/09.

August Highlights:

- Alfresco Friday, total avg. attendance of over 1,400
- VIVA El Paso, total average attendance of 716
- Park University Graduation, total attendance of 4,000
- El Paso Community Foundation Film Festival, total attendance at all events of 31,864
- Senior Expo, total attendance of 2,414
- Movies in the Canyon, total avg. attendance of 680 with 3 sell-outs in the last 2 weeks
- Battle of Champions, total attendance of 1,212
- Home and Garden Expo, total attendance of 6,996

September Highlights:

- Smart Club Electronic Sale, last weekend, actual attendance of 3,756
- Las Palmas Medical Seminar, estimated attendance of 300
- Alfresco Fridays continue with its last performance by Fungi Mungle on September 10. This concludes the 2010 season of Alfresco Fridays.
- El Paso Opera Company, The Plaza Theatre this Saturday evening at 7:30pm
- Feria De La Familia, this Sunday at the Convention Center, with an expected attendance similar to last year of 6,400.
- International Mariachi Festival, Plaza Theatre complex next Saturday
- Disney Live, Abraham Chavez Theatre, September 17-19, estimated attendance of 5,000
- Movies in the Canyon every Friday and Saturday throughout September
- Little Joe y la Familia, Abraham Chavez Theatre, September 25. They have just been nominated for a Latin Grammy award for their album, *A Night of Classics in El Chuco*, recorded at the Plaza Theatre in 2009.
- El Paso Symphony begins their annual season on September 24 and 25 with a classic concert featuring pianist Valentina Lisitsa.
- Jack Hanna visits El Paso on September 28, at the Plaza Theatre, fundraiser for the El Paso Zoo.
- Bryan Adams, Plaza Theatre, September 30, great seats available, but 75% sold.

E. Operations and Food and Beverage: Bryan Crowe

- Revenue in Food & Beverage for the month of August was \$171,600. Year to Date Revenue was \$1,865,461
- Concessions Contributor included:
 - Movies in the Canyon with an average of \$5k in sales
 - Oasis Lounge and Bistro
- Mauro Monsisvais was introduced as the new Director of Operations for CPAC.

F. Film Commission: Brooke Underwood

- There were 7 inquiries for the month.
- FY 09-10 produced 200 leads and 585 room nights with a total direct impact of \$1,437,800

August Filming/Wrapped:

- Congressman Commercial TV Ad; Radisson 28 room nights; \$25000 Direct Impact
- Television show for A&E Channel “Hoarders”
- CVB Tourism Video was permitted and shot (Plaza Theatre and Alfresco Friday)
- 12 minute short film festival film “Dreaming in a Time of Hate”; Camino Real, 9 room nights, \$8,000 direct impact

III. General Manager’s Update

- Bill Blaziek reviewed the FY 2011 City Manager’s Proposed Budget
- Informed the group that Sean McGlynn the director of Museums and Cultural Affairs Department will be the speaker for next months meeting.

IV. Open Discussion

- Carol invited the board to a sneak peak of Broadway’s biggest blockbuster, Wicked on Sept 28 at 9:30 am.
- Elvia announced that Papeleros with A Purpose will be on Valentine’s Day, February 14, 2010.
- Laurie Paternoster discussed the new exhibit at Lynx, Cracking the Code: Human DNA.
- Kay Mooy announced the grand opening of UTEP’s roundabout on September 10th.

V. ADJOURN

- Meeting was adjourned at 5:18 PM.

***The next meeting will be on Thursday, October 14, 2010 at 4 p.m. in the Convention Center**