

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28th day of September 2022, the Convention and Visitors Bureau Board met at 8:30 AM in the Board Room of the Bivins Home, 1000 S. Polk.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	10	10
Vic Ragha	Y	10	7
Phyllis Golden	Y	10	10
Beth Duke	Y	10	7
Bobby Lee	Y	10	8
Coco Duckworth	Y	10	9
Freda Powell	Y	10	7
Jason Fenton	N	10	5
Payal Nathu	Y	10	9
Al Patel	Y	8	6
Bo Fowlkes	Y	6	5

Also present was Leslie Schmidt, Sr. Assistant City Attorney

ITEM 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order.

ITEM 2: Public Forum. There were no comments.

ITEM 3: General announcements from the Board of Directors

Christy King reminded everyone about events for the Hoodoo Festival starting with a kick-off party tonight at 6 in the ANB parking lot, tomorrow's event is lunch at Yolo's, and the festival itself on Saturday, October 1st.

Beth Duke announced that Jazztober begins next Tuesday on the front lawn from 6 to 7:30.

Kashion Smith introduced Sherman Bass, the new CVB Film Commissioner.

Bobby Lee gave an update on events at Starlight Ranch, such as Oktoberfest and Andrea's Project Car Show.

Phyllis Golden congratulated Kashion Smith on receiving the AWN Career Achievement Award, and Angela Knapp Eggers on receiving the AWN Lifetime Achievement Award.

Bo Fowlkes reported that Casting Crowns will be in concert at the Civic Center Complex.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Bobby Lee, and unanimously carried to approve the minutes of August 24, 2022.

ITEM 5: Financial Report. Braley Beck reported that we are in the last month of our fiscal year. The Administration budget is a little over due to hiring of new staff members. Professional Organizations will be over due to opportunities that have come up, and Software/Hardware will also be over due to replacement of some computers. More detail will be available at the next meeting.

ITEM 6: Presentation: Update from TACVB. Kashion Smith shared pictures and staff comments from the sessions at the Texas Association of Convention and Visitor Bureau conference. She reminded everyone that TACVB is a strong travel advocate, and the conference provided a good learning experience for the entire staff.

ITEM 7: Presentation: Voyage+ Executive Summary. Kashion Smith presented the campaign marketing reports from Madden Media. She will share the login information that will allow the board to access the Executive Summary dashboard.

Some of the information available is through the tracking by mobile devices of visitors through the process of their initial time on our website, then arriving into market and ultimately to their points of interest. Numbers are very conservative due to changes in privacy laws.

ITEM 8: Executive Session-Sec. 551.074-Consult with attorney on a matter in which the attorney's duty to the governmental body under the Texas Disciplinary Rules of Professional Conduct conflicts with this chapter.

ITEM 9: Executive Session-Sec.551.074-Discuss the appointment, employment, evaluation, reassignment, duties, discipline, dismissal of to hear a complaint against the public officer or employee.
a. Discussion: Staff reviews and salaries

The CVB staff was not present for the Executive Board's discussion of Items 8 and 9. Notes from those discussions were taken by Leslie Schmidt, Sr. Assistant City Attorney which are sealed and filed in the CVB office.

The Executive Committee voted to implement new policy that any budget adjustments over \$10,000 be considered an Action item on the next meeting agenda. Emergency revisions over that amount would require an emergency meeting of the board.

ITEM 10: Consider and Necessary Action: Staff Salaries. Angela Knapp Eggers announced that the board approved the requested salary amounts, with the exception of a few that received more. It was also approved for the staff to receive a pair of red boots as a marketing tool and to further our brand.

The Sales and Servicing assistant position will be filled next June or July.

ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be October 26, 2022.

ITEM 12: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President