

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24th day of August 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	9	9
Vic Ragha	N	9	6
Phyllis Golden	Y	9	9
Beth Duke	N	9	6
Bobby Lee	Y	9	7
Coco Duckworth	Y	9	8
Freda Powell	Y	9	6
Jason Fenton	Y	9	5
Payal Nathu	Y	9	8
Al Patel	Y	7	5
Bo Fowlkes	N	5	4

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 introduced Salvador Gutierrez, the new CVB Tourism Coordinator.

Kashion Smith distributed a handout, Amarillo Tourism Upcoming Projects, including the Route 66 Centennial Celebration. The Celebrating 100 Years in the Headlights logo was created by Madden Media and will be used until 2026 when it will then change to 100 Years of Road Trippin’.

Phyllis Golden announced that Kashion Smith has received the Career Achievement Award and Angela Knapp Eggers has received the Lifetime Achievement Award from the Amarillo Women’s Network. A reception will be held on September 14th at 5 pm in the ANB Skyline Room.

Bobby Lee reported that there are several upcoming concerts at Starlight Ranch, one being the United Way Kickoff Concert.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Payal Nathu, and unanimously carried to approve the minutes of July 27, 2022.

ITEM 5: Financial Report. Kashion Smith reported that the HOT is at a sweet spot right now. Our Hodgetown payment has been made, and future HOT payments received will go into reserves. We will be spending \$25,000 on a campaign to promote fall travel but will be ok as we move into the next fiscal year with a strong budget.

The ARPA funds that were granted last May have been received and are in the bank.

ITEM 6: Presentation: Smith Travel Research. Kashion Smith shared the STR Report for July 2022. Our inventory of rooms has increased by about 1000 rooms since 2019. July's occupancy numbers are down about 8% from July 2021 possibly due to high gas prices, hot weather, and no July 4th activities. Lowering rates is a knee-jerk reaction, it is important to maintain rate integrity.

ITEM 7: Update and Discussion: Changes to the structure of ACVB Arts Committee. After much consideration and discussion with the voting members of the Arts Committee, it has been decided to not have voting members starting with the new fiscal year. Subcommittees will still be created to make decisions on airport art and grant allocations.

ITEM 8: Reminders: Founders Book. Kashion Smith reminded everyone that this was meant to capture history of changes in a fun way. If enough responses are received, we will move forward.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be September 28, 2022.

ITEM 10: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President