

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22nd day of June 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	7	7
Vic Ragha	Y	7	6
Phyllis Golden	Y	7	7
Beth Duke	N	7	5
Bobby Lee	Y	7	5
Coco Duckworth	Y	7	6
Freda Powell	Y	7	4
Jason Fenton	N	7	3
Payal Nathu	N	7	6
Al Patel	N	5	3
Bo Fowlkes	Y	2	2

Also present were Leslie Schmidt, Sr. Assistant City Attorney, Marine Torres, CVB Intern, Laura Storrs, Assistant City Manager, Debbie Reid, Director of Finance, Matt Poston, City Auditor, Janie Arnold and Katrina Owens, Atlas Firms.

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.

Kashion Smith reminded everyone of High Noon today, when the CVB will announce the winner of the photo contest from the Coors Cowboy Club Cattle Drive. We have received our order of the newly designed boot pins; we think that the first boot pin was created in 1974.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Vic Ragha and unanimously carried to approve the minutes of May 25, 2022.

ITEM 5: Financial Report. Braley Beck reported that she has not received the HOT report from the city yet. The Arts budget shows to be over, but that is due to payments of the grants. The advertising budget is also a little over but will be replenished by a transfer from other budgets. Work has already begun on the budget for next year and will be reviewed at the July meeting so it can be presented to City Council in August.

Debbie Reid added that Avenue cut off hotel remittance of HOT sooner than expected, local government stepped in to take payments made online and a couple by check.

ITEM 6: Audit Report: CMMS and MD&A. Katrina Owens went over the Tentative Draft from the audit for the year ended September 30, 2021. The report stated that there were no discrepancies or delinquencies. The financial statements disclosures are neutral, consistent, and clear. There are no misstatements or disagreements found.

Approval of the audit will be presented to the board next month as an action item.

Kashion Smith added that next year's budget will be just over \$2.8 million, with over \$1 million in reserves.

ITEM 7: Marketing Report. Hope Stokes presented the partner co-ops, adding that marketing supports all departments of the CVB. She shared an example of the Executive Summary on the dashboard, with 20 reports available.

The Travel Texas Co-op spots are on a first-come, first-served basis, she, and Jackie Phommahaxay usually build the ads for the arts entities. We match the cost 100% plus an additional \$15,000 to meet the minimum buy. The attribution report, tracked through tags placed in the ads, shows that the efforts work.

Our brand awareness is being spread through social media and the new boot stickers, no paid advertising. Hope shared the 30-second ad featuring the arts, dining spots. The Where Old West Meets New West will be on ongoing theme in our advertising. The sod poodle will be replacing the armadillo.

Kashion added that Marine's internship ends tomorrow.

ITEM 8: Discussion: Civic Center Project. Laura Storrs presented the Garfield Report suggests four funding options for the \$260 million renovations to the Civic Center Complex. The options are naming rights for arena and exhibit space, an additional 2% from HOT, third-party operator, and increased sales tax and HOT.

ITEM 9: Discussion on future meeting dates and possible agenda items. The next meeting will be July 27, 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