

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27th day of April 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	5	5
Vic Ragma	Y	5	4
Phyllis Golden	Y	5	5
Beth Duke	Y	5	4
Bobby Lee	N	5	4
Coco Duckworth	Y	5	5
Freda Powell	N	5	3
Jason Fenton	N	5	3
Payal Nathu	Y	5	5
Al Patel	Y	3	2

Also present were Howard Smith, City Council Member, Leslie Schmidt, Sr. Assistant City Attorney and Marine Torres, CVB Intern.

CVB staff present were Kashion Smith, Christy King, Hope Stokes, Braley Beck, Jackie Phommahaxay, Stephanie Andrews, Amy Tarr and Mary Ramirez.

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

Sherman Bass announced that he will be retiring effective April 30th. He introduced Bo Fowlkes as the Interim Manager of the Civic Center Complex.

Beth Duke reported that May is Historic Preservation Month and to celebrate Center City's 20th anniversary as a Texas Main Street City, they are hosting a tour of downtown properties.

She thanked the Big Texan for sponsoring the printing of the 2022 Sounds of Summer brochures.

More upcoming events are High Noon starting on June 1st, the Cattle Drive on June 2nd, the Mural Run on June 4th, and the start of the Community Market on June 11th.

Hope Stokes introduced Marine Torres, CVB intern here from March until June, in Marketing & Tourism.

Phyllis Golden reminded everyone of the Coors Ranch Rodeo June 3rd and 4th.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Beth Duke, and unanimously carried to approve the minutes of March 23, 2022.

ITEM 5: Financial Report. Braley Beck reminded everyone that we are already half way through this fiscal year, spending is on track. The Tourism budget has gone slightly over due to our investment for the Cross Bar Master Plan. We expect to receive our 501(c)(3) designation soon.

ITEM 6: Report: Texas Tourism Office – 2021 EI numbers. Kashion Smith distributed the Economic Impact of Tourism in Amarillo, 2021 report from Travel Texas which showed direct spending from visitors was \$947.3 million, provided 8.4 thousand jobs, brought over 101,000 visitors to the Amarillo Travel Information Center, brought 509,718 page views to our VisitAmarillo.com website and digital visitor guide.

As a comparison, Kashion shared the economic impact from previous years. 2020 dipped down to \$724 million, 2019 EI was \$920 million, 2018 was \$911 million, and 2017 was \$870 million.

ITEM 7: Request and Action: Staff attendance for Texas Association of CVB's. Since there are several new CVB staff members and in order for us to get further education and stay ahead of the tourism curve, Kashion asked for board approval for all staff to attend the TACVB Conference.

Motion was made by Phyllis Golden, seconded by Coco Duckworth, and unanimously carried the approval to close the CVB office and allow their full staff to attend the TACVB Conference.

ITEM 8: Update and Discussion: Cross Bar and The Great Outdoors Fund. Kashion reported that BNSF has provided a grant writer to apply for funds through the BNSF Foundation. The Amarillo Area Foundation, and Potter County are also working on grants. Volunteers are also helping secure funding. She announced that we have separated from the Great Outdoors Fund, but still have the Master Plan.

ITEM 9: Committee Report: Film Committee. Christy King will include this report in the Tourism Report.

ITEM 10: Staff Reports: Tourism. Christy shared pictures of tradeshow and conference such as the ABA Fam visit, the ABA Marketplace, Unity Dinner, and the TTCC Texas Travel Expo.

She gave an update on the Arts Committee's Mission Statement, tactics, economic impact on our economy and the Fairytales and Folklore exhibits and performances from various arts organizations.

She announced the creation of the Film Committee which held their first meeting in April. Sean Doherty will chair the committee whose purpose is to create incentives for film companies.

She also gave an update on events during National Travel and Tourism Week, including the launch of the Project Boots on the Ground to engage locals to promote awareness of tourism in Amarillo.

She reported that upcoming events are near completion for the 2022 visitor guide, the Hoodoo Music Festival, Yellow City Certified and the Route 66 Centennial.

ITEM 11: Discussion on future meeting dates and possible agenda items. The next meeting will be May 25, 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