

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24th day of March 2021, the Convention and Visitor Bureau Board met at 8:30 AM via Zoom.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	7	7
Vic Ragha	N	7	6
Phyllis Nickum	Y	7	7
Beth Duke	Y	7	7
Bobby Lee	Y	7	7
Christy King	Y	7	7
Diane Baker	Y	7	7
Elaine Hays	Y	7	7
Jason Fenton	Y	7	6
Payal Nathu	Y	7	7
Sherman Bass	Y	7	7

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.

Phyllis Golden commented that the city is receiving \$42 million in stimulus and since our budget was deeply cut due to COVID, that the CVB should apply for at least \$2 million of those funds. Elaine Hays responded that she has already made a case for us since tourism is a strong part of the city's economy. She explained that the city will receive half that amount immediately, and the second half within 12 months. Elaine would like to help with data and details that would help her present a strong case for us.

ITEM 4: Minutes. Motion was made by Phyllis Golden, seconded by Bobby Lee and unanimously carried to approve the minutes of February 24, 2021.

ITEM 5: Review and Action:

Bylaws – Kashion shared a draft of the bylaws. After much discussion regarding minor changes to be made, motion was made by Jason Fenton, seconded by Bobby Lee, and unanimously carried to let Kashion move forward in making changes and resubmitting the bylaws to legal.

Nominations Policy – Will be discussed next month.

Ethics Policy – Will be discussed next month.

Conflict of Interest Policy – Will be discussed next month.

ITEM 6: Action: Economic Impact Calculator: Payment. Kashion Smith explained that we use this tool to grasp our total spending on events and how that investment impacts our budget. This includes

calculation of product given out, and man hours used if we help on-site. The contract for the EIC has ended and there is some flexibility in the budget.

Motion was made by Christy King, seconded by Payal Nathu allowing Kashion Smith to spend \$6000 to renew the contract.

ITEM 7: Update: Unity Dinner. Kashion Smith reminded everyone that this is a legislative year, but there will be no Converge on the Capital. She explained that this is a tourism focused event, and the Texas Travel Alliance is our lobbying voice for tourism and our source for education opportunities and updates on legislation that impacts the travel industry. The Unity Dinner is scheduled for April 28th.

She added that Amarillo will host their travel summit later this year.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be on April 21, 2021, one week early due to the Unity Dinner.

ITEM 9: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President