

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 24th day of February, 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	6	6
Vic Ragha	Y	6	6
Phyllis Nickum	Y	6	6
Beth Duke	Y	6	6
Bobby Lee	Y	6	6
Christy King	Y	6	6
Diane Baker	Y	6	6
Elaine Hays	Y	6	6
Jason Fenton	Y	6	5
Payal Nathu	Y	6	6
Sherman Bass	Y	6	6

Also present were Leslie Schmidt, Sr. Assistant City Attorney, Anthony Leal with Choice Hotels.

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 reported that Cowgirls and Cowboys in the West is having good bookings for spring.

Beth Duke reported that she has received an email from Texas Humanities regarding Shuttered Venues, a new grant program for arts entities impacted by the severe weather.

Kashion Smith introduced Amy Tarr, new Director of Sales for the CVB.

ITEM 4: Minutes. Motion was made by Bobby Lee, seconded by Phyllis Golden, and unanimously carried to approve the minutes of January 27, 2021.

ITEM 5: Review and Action: Bylaws. There was discussion of whether to approve the bylaws and amend them as needed later. Since the Articles of Incorporation have already been filed with the state, an amendment would have to be presented. That conversation will not move forward until May.

City Council appoints board seats on all boards that are funded by tax dollars. It was agreed that a sub-committee of non-voting members be formed to recommend a slate of nominees to fill vacant board positions and would include why that person is being recommended.

Motion was made by Phyllis Golden, seconded by Vic Ragha for Kashion Smith to meet with Bryan McWilliams on how to structure a nominating committee made up of hoteliers to make recommendations to fill vacant hotel seats on the board. The CVB board would make recommendations to fill the other board positions. All voted in favor except Bobby Lee, who was opposed.

ITEM 6: Update: Strategic Planning Committee. Kashion Smith presented the SWOT analysis from the CVB staff, Rt. 66 partners, hoteliers, and mayor and city manager. It includes a five-year overall plan, with a yearly plan for each department to prepare their budgets.

Some additions to the Opportunities would be to utilize our 501(c)(3) status for grant eligibility, build our reserves, rebuild our staff with a focus on leisure travel, co-ops, and reduce memberships.

ITEM 7: Discussion on future meeting dates and possible agenda items. The next meeting will be on March 24, 2021.

ITEM 8: Adjourn. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President