

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 1st day of February 2023, 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	3	3
Vic Ragha	N	3	2
Phyllis Golden	Y	3	2
Beth Duke	N	3	2
Bobby Lee	N	3	1
Coco Duckworth	Y	3	2
Freda Powell	N	3	2
Jason Fenton	N	3	1
Payal Nathu	Y	3	2
Al Patel	Y	3	2
Bo Fowlkes	Y	3	3

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: Approval of Minutes from November 16, 2022. Motion was made by Phyllis Golden, seconded by Payal Nathu, and unanimously carried to approve the minutes.

ITEM 3: Financial Report. Braley Beck gave reports for November, December, and a quarterly report.

November – still figuring out how to budget in the month that the spending occurred. The Tourism budget is lower due to IPW.

December – remaining invoices for the Arts Grants were paid. The Professional Organizations budget line is lower due to attendance at an Adobe Max conference. A new line has been added for IT services and office expenses.

Quarterly – we are on track at 26% with spending for the quarter.

Hot Occupancy Tax is tracking closely with last year's amount and with the projected amount.

ITEM 4: Updates and Discussion:

2022 Final Smith Travel Research Report – Kashion Smith presented the Smith Travel Research 2022 Recap showing that occupancy is down 7.6%, but inventory is up 5.2%. Revenue for 2019 was at \$123,084,578. 2021 revenue was \$153,837,178 and up to \$155,295,625 for 2022.

She added that we did not see the ski travel that we expected, maybe due to gas prices. We will watch reports and spring break activity. We plan to move forward with goals but may refocus accordingly.

Hotel audits of HOT will be conducted in two rounds with 45 hotels in the first round, 42 in the second.

Route 66 Festival – Kashion shared the cooperative branding Texas Route 66 logo “Celebrating 100 Years in the Headlights” which includes all Texas panhandle towns along the route.

There will be a passport with collector coins, an app with guided tours, a live calendar will be posted on our website and there will be domestic and international marketing.

Possible projects for the festival are road shields, crosswalk murals, TxDOT approved signage and a neon sign revitalization program.

Kashion has submitted a request to Four Price’s office in the amount of \$3 million. She has been told that the project should get support and amendments will be in the budget that will split that amount over each year. She should know their decision in May.

Christy King shared the schedule of events for the festival, scheduled for June 1st – 10th. A low rider cruise down Amarillo Boulevard has been added to the calendar, with more events expected to be added.

2023 Strategic Plan – Kashion reported that the strategic plan is done and will be live on our website soon. We plan to do a long-term master plan for tourism.

ITEM 5: Discussion and Action: Board Policies

Quarterly Officers Meeting – Kashion suggested the executive committee meet quarterly to provide feedback for reports to the board.

Reserve Policy – Discussion was tabled until next month’s meeting.

Election of officers – Kashion reminded everyone that the positions start in January.

Open Meetings Act – She also reminded everyone that this is required by law. We will share the links to the video for the certificate.

Giving Policy – Kashion reported that this makes a good statement when applying for grants if 100% of board members give. The starting amount could be as little as \$20 a year, future amounts can be set by the board. Funds will be put into an account that could eventually be used for scholarships in the hospitality industry. We will work on our 501(c)(6) status that will allow us to collect dues and increase revenue.

Motion was made by Phyllis Golden, seconded by Payal Nathu and unanimously carried to accept the board policies as presented, except the Reserve Policy, which will be discussed next month.

ITEM 6: Public Forum. There were no comments.

ITEM 7: General Announcements from Committee Members

Angela Knapp Eggers reminded everyone of the Laura Bush Institute’s Day of the Woman on February 7th and Lunch & Learn on March 8th.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting will be February 22nd.

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

Respectfully submitted,

A handwritten signature in blue ink that reads "Mary Ramirez" followed by a stylized flourish.

Mary Ramirez
Executive Assistant

A handwritten signature in black ink that reads "Angela Knapp Eggers" in a cursive style.

Angela Knapp Eggers
CVB Board President