

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 22nd day of March 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	5	5
Vic Ragha	N	5	3
Phyllis Golden	Y	5	4
Bobby Lee	Y	5	3
Coco Duckworth	Y	5	4
Freda Powell	Y	5	4
Jason Fenton	Y	5	3
Payal Nathu	Y	5	3
Al Patel	N	5	3
Ex-officios			
Beth Duke	Y	5	4
Bo Fowlkes	Y	5	5

Also present were Howard Smith, City Council, Carol Smith, and 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 February 22, 2023. Motion was made by Phyllis Golden, seconded by Jason Fenton, and unanimously carried to approve the February minutes.

ITEM 3: Presentation: Activity Fund. Stephanie Andrews distributed the 22/23 Activity Fund Incentives General Information and Examples.

Kashion Smith explained that we will move forward with the Tourism Master Plan and will be putting together a committee to put rules in place for the use of the Activity Fund. The funds are never in our account, but always in the General Fund. In April, we will have a presentation from CFO by Design.

Stephanie Andrews shared examples of the Event Impact Calculator Detail that is used to help determine the amount given through the Activity Fund.

Conferences/events cannot live in the Activity Fund forever. Work is done to maintain the relationship and help find other funding sources as they tier down from the Activity Fund. The only events that will not tier down are WRCA and Coors Ranch Rodeo since they speak to our brand and have a very high economic impact.

The Activity Fund balance is always changing due to either events that do not take place, or from opportunities that arise to assist with other events. This budget cannot flip to an actual budget like the CVB budget, it will always work off a projected amount.

ITEM 4: Presentation: Marketing and Social. Hope Stokes shared the Media Calendar. Some campaigns are year-round, such as Voyage, Google SEM, and TourTexas.com Annual Plan. Most are concentrated in the heavier travel seasons of spring and summer.

She explained the Email Drip Summer Campaign. Each person requesting a visitor guide will receive a welcome email and will be required to identify their specific interests. They will then receive future emails based on those interests.

She shared the Recent Media ad Old West Meets New West featured in the National Geographic Traveller magazine, the Sistine Chapel ad and This is Amarillo video.

She also shared a picture of Scarlett Elizabeth Rose Beck.

ITEM 5: Public Forum. Kashion Smith distributed copies of the first edition of the Founders Book of the Amarillo Convention and Visitors Bureau written by Braley Beck.

ITEM 6: General announcements from Committee Members

Beth Duke distributed the 2022-2032 Texas Statewide Preservation Plan that thanked several Amarillo entities that hosted their regional workshop.

She added that this Saturday Center City will host their second annual Mural Run. Applications are open for Community Market.

Phyllis Golden invited everyone to the Amarillo Women's Network luncheon featuring Christy King and Guy Bell about the Route 66 Festival.

Kashion Smith invited everyone to the Route 66 Water Tower Celebration on Wednesday at 9:30 am.

Christy King reminded everyone of the Route 66 Festival. Sponsor packets are ready and are also available in digital format.

Bo Fowlkes reported that the Globe News Center is open for the symphony performance this weekend, though there are still repairs to be made.

ITEM 7: Discussion on future meeting dates and possible agenda items. The next meeting date is April 26, 2023.

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

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President