

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 28th of June 2023, the Convention and Visitors Bureau Board met at 8:30 AM in the meeting room of the Four Points Hotel, 1911 East Interstate 40, Amarillo, TX.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	7	7
Vic Ragha	Y	7	5
Phyllis Golden	Y	7	6
Bobby Lee	Y	7	5
Coco Duckworth	Y	7	6
Jason Fenton	Y	7	5
Payal Nathu	Y	7	5
Al Patel	Y	7	5
Ex-officios			
Beth Duke	Y	7	6
Bo Fowlkes	Y	7	7

Also present were Leslie Schmidt, Sr. Assistant City Attorney, Freda Powell, and Katt Massey

ITEM 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order.

ITEM 2: Approval of Minutes from May 31, 2023. Motion was made by Phyllis Golden, seconded by Payal Nathu, and unanimously carried to approve the May minutes.

ITEM 3: Discuss and Consider: Convention and Visitors Bureau's Annual Audit. Motion was made by Phyllis Golden, seconded by Bobby Lee and unanimously carried to accept the annual audit as presented.

ITEM 4: Update and Discussion: HOT Collections and Hotel Occupancy Levels. Kashion Smith reported that Azavar is working on cleaning up the reports, and the Financials and HOT Report were received from the city in a timely manner as promised.

The city is cleaning up accounts and requires that the name matches the account exactly to ensure accurate posting of payments.

Overall, the HOT collection is down only about 5%, which should not create much disruption to our budget.

Hot occupancy is slightly down and ADR is holding strong as we are growing into the new inventory of rooms. There are currently 7-8 more projects expected to start soon.

ITEM 5: Review and Discussion: Texas Route 66 Festival. Kashion Smith shared the winning pictures from the cattle drive photo contest. David Pendergrass won the Wild West category, and Isabelo Irlas won the 100 Years of Road Tripping category. Their prize money was presented at High Noon.

She also shared the marketing ads in Brick & Elm, National Geographic and Route 66 magazines, as well as on billboards. There was also a Spotify play list and many ads on social media.

Kashion presented appreciation awards to Christy King, Hope Stokes and Jackie Phommahaxay for their hard work on the festival.

The Green Book event was postponed until fall and will be its own event due to its historical significance.

ITEM 6: Public Forum. Katt Massey introduced herself and commented how honored she is to have served on the Route 66 Festival Planning Committee.

ITEM 7: General Announcements from Board Members.

Beth Duke reminded everyone about High Noon today, and Community Market on Saturday, which will include voting on the patriotic pet parade.

Bobby Lee announced that a fundraising event to benefit the tornado victims in Perryton will be held at Starlight Ranch on July 15th and 16th and will include 12 local and regional bands and a cornhole tournament.

Phyllis Golden announced that the Amarillo Women's Network is accepting nominations for their Career and Lifetime Achievement Awards.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting date will be July 26th at the Bivins Home.

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

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President