State of Texas

County of Potter

City of Amarillo MINUTES

On the 23rd day of August 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	9	9
Vic Ragha	N	9	6
Phyllis Golden	Y	9	8
Bobby Lee	N	9	6
Coco Duckworth	Y	9	8
Tom Scherlen	N	2	0
Jason Fenton	Y	9	5
Payal Nathu	Y	9	6
Al Patel	Y	9	7
Ex-officios			
Beth Duke	Y	9	8
Bo Fowlkes	Y	9	8
Brady Ragland	Y	1	1

Also present were Leslie Schmidt, Sr. Assistant City Attorney, Howard Smith, Freda Powell

Item 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order. Kashion Smith welcomed Brady Ragland and asked for introductions.

Item 2: Approval of Minutes from July 26, 2023. Motion was made by Coco Duckworth, seconded by Payal Nathu, and unanimously carried to approve the July minutes.

Item 3: Discussion and Consideration: Giving Policy Revision. Kashion Smith shared the Giving Policy that was approved in February 2023, and the revised version. The revised policy states that the contributions will be reflected in the CVB budget and are to be submitted by the culmination of the first fiscal quarter (December 31st). This will help greatly when applying for grants that we are a 100% giving board.

Motion was made by Phyllis Golden, seconded by Jason Fenton, and unanimously carried to accept the revised version of the Giving Policy.

Item 4: Discussion and Consideration: Board Giving Amount FY 2023.24. Kashion explained that the budgeted amount is $50 from each of the nine board members and will have their own line item.

We will be splitting our accounts so that one is funds from sponsorships, the other from HOT.

Motion was made by Jason Fenton, seconded by Phyllis Golden, and unanimously carried to accept the $50 contribution amount.

Item 5: Discussion and Consideration: FY 2023.24 Budget. Kashion Smith reminded everyone that she had previously emailed the proposed budget to them to review prior to the meeting. She explained the variances in each department's budget was due to changes in the amount of staff travel, website, database and financial software all being moved under the Software and Hardware line item.

Other variances are from revenues received through sponsorships, vendors and entry fees from the Rt. 66 Festival. These funds will be used to pay police, etc. and marketing will be paid from HOT.

Our contracted budget for FY 2023.24 is $2.6 million.

Hope Stokes briefly explained the new co-op strategies for partners to learn how to manage Their Google listing. There is no cost for our partners and will be limited to 100. More details will be set after the budget is approved.

Motion was made by Coco Duckworth, seconded by Phyllis Golden, and unanimously carried to approve the FY 2023.24 budget as presented.

Item 6: Discussion: Route 66 feedback and 2024 plans. Christy King reported that Placer AI was used to track demographic information of attendees through cell phones and credit card use. This information will be helpful for marketing next year's festival.

There were an estimated 12,000-15,000 attendees, with a median income of $52,000 and the majority were 18-35 years old, which shows good engagement for the next generation.

She and Kashion Smith visited Springfield, MO, the birthplace of the Route 66 Festival, which draws over 60,000 attendees. While there, they were able to learn how to do things better next year, especially the car show.

Christy will be attending the Route 66 Festival in Kingman, AZ in October to learn more about the rockabilly show.

She has already met with planners, merchants, and committee for the 2024 festival. The sponsorship drive will start in October.

Item 7: Public Forum

Beth Duke reminded everyone that the last Community Market is September 9th.

Item 8: General Announcements from Board Members.

Angela Knapp Eggers congratulated Phyllis Golden on being named the AWN Lifetime Achievement Honoree, and Christy King the Career Achievement Honoree. Their awards reception is September 20th.

Item 9: Discussion on future meeting dates and possible agenda items. The next meeting date is September 27, 2023.

Item 10: Adjournment. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,

Mary Ramirez

Mary Ramirez
Executive Assistant

Angela Knapp Eggers

Angela Knapp Eggers
CVB Board President