

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 26th day of July 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	8	8
Vic Ragha	Y	8	6
Phyllis Golden	Y	8	7
Bobby Lee	Y	8	6
Coco Duckworth	Y	8	7
Tom Scherlen	N	1	0
Jason Fenton	N	8	5
Payal Nathu	N	8	5
Al Patel	Y	8	6
Ex-officios			
Beth Duke	Y	8	7
Bo Fowlkes	N	8	7

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

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

ITEM 2: Approval of Minutes from June 28, 2023. Motion was made by Phyllis Golden, seconded by Bobby Lee, and unanimously carried to approve the June minutes.

ITEM 3: Presentation: Financial Report. Braley Beck reminded everyone that at May's meeting we went over budget cuts of almost \$400,000 since HOT collections did not meet projections. We can meet the budget cut goal if spending remains conservative.

Braley went over budget variances explaining that some areas were over budget due to spending for the Route 66 Festival, an increase in cost of general office supplies, and supplies purchased to prepare for carpet installation.

We are going to ask some of our Route 66 partners to buy our unpurchased merchandise at cost to help offset our costs.

Though expenses for festival were incurred, there will also be additional income generated from reimbursements, vendor fees, merchandise sales and car show entry fees.

ITEM 4: Presentation: Route 66 Marketing and Survey Results. Hope Stokes shared ads in various publications and eblasts promoting the festival. The festival itself was not promoted internationally, only Route 66 was promoted. The festival will be promoted internationally next year.

She shared the video of the East/West Bus Tours taken by Nate Pfeil. She also shared the photo by Ralph Duke for the spread in National Geographic Magazine for next year's festival, scheduled for June 6-15.

She added that Zartico will help track attendance numbers, demographics and spending of attendees through their mobile devices.

Christy King reported that partner surveys were sent out to Route 66 merchants, committee members, vendors, and bus-tour attendees. The results of the surveys were very positive.

The Green Book Event has been rescheduled for the spring, in collaboration with the Amarillo NAACP.

ITEM 5: Discuss and Consider: Amendment to Bylaws – consider adding non-voting ex-officio position for Executive Director of Tri-State Fairgrounds Expo. Kashion Smith explained that since we have so many equestrian events, it is important to nurture our relationship with the fairgrounds. She would like to amend the bylaws to add Brady Ragland to our board.

Motion was made by Bobby Lee, seconded by Coco Duckworth, and unanimously carried to add Brady Ragland, Executive Director of the Tri-State Fairgrounds to our board in a non-voting, ex-officio position effective October 1.

Leslie Schmidt will see if this amendment needs to be presented to City Council.

ITEM 6: Public Forum. Kashion Smith announced that the City Council seat on our board has been appointed to Tom Scherlen. She and Angela Knapp Eggers have already had an introductory meeting with him. He was unable to attend today's meeting due to the budget workshop at city hall.

Angela Knapp Eggers thanked outgoing City Council board member, Freda Powell, for her service on our board.

ITEM 7: General Announcements from Board Members

Beth Duke reported that Community Market is going strong, they've tallied between 700-860 guests. She reminded everyone that today is the last High Noon on the Square for this season.

She added that Center City hosted an architect with the TX Historical Commission here to assess converting the Santa Fe Depot to an event/gathering venue.

Bobby Lee gave an update on events at Starlight Ranch, such as Calf Fry Festival and Oktoberfest.

Angela Knapp Eggers announced the next Lunch & Learn hosted by the Laura Bush Institute for Women's Health will be August 16th.

ITEM 8: Discussion on future meeting dates and possible agenda items. The next meeting date is August 23, 2023.

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