

**REGULAR MEETING TO BE HELD ON WEDNESDAY, APRIL 24, 2024, AT 8:30 AM IN THE BOARD ROOM
OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

1. Call to Order

- Angela Knapp Eggers called the meeting to order.

2. Approval of Minutes from March 27, 2024

- Motion to approve made by Bobby Lee, Phyllis Golden seconded. After a Board vote the motion passed.

3. Presentation and Consideration: Financial Report

- Braley Beck announced the following:
- Total Revenues for Q2 2024 amounted to \$442,859.92 with an additional \$30,713.64 in Interest Income.
- ACVB HOT disbursements totaled \$391,694.67. These are being dispersed as our portion of the HOT collections minus the debt service.
- The ACVB portion of HOT collections was \$145,046.33 under what was projected for Q2.
- Our Merchandise sales totaled \$1,488.91. After deducting the cost of these products, our Gross Profit was \$652.65.
- Film partnered with the AEDC and Center City of Amarillo for a commercial produced by Sharpened Iron Studios. This gave a reimbursement of \$5,500.
- Film held an event sponsored by Lemieux Company which gave \$400. Expenses for this event are not shown in this quarter.
- Route 66 Festival Finale:
 - o We have invoiced \$40,000 to ANB for their title sponsorship. We are awaiting payment. In Q2, we invoiced \$3,730 for vendor fees. We are actively collecting these payments. \$1,600 of these vendor payments have been deposited.
- Tom Scherlen made a motion to approve, Jason Fenton seconded. After a Board vote the motion passed.

4. Presentation: Greater Amarillo Film Commission

- Sherman Bass presented the following:
- The Film Committee meets on the 2nd Tuesday at 9am with an average attendance of 13 people. Sheryl Anderson as chair.
- Local Directory and Production Directory:
 - o We now have a website that individuals can go to and create places that are film friendly



such as an attraction, ranch, home, etc

- Along with that, there is a website that individuals can go to and indicate that they are a film maker, service provider, etc
- Recent/upcoming Projects
 - Two Paramount projects new & delayed.
 - Sex, Greed, Money, Murder & Chicken Fried Steak delayed.
 - Corporate Documentary
 - Countless unassisted music videos and commercials
 - Wil and Aeron – Welsh Cowboys aired December 2023
 - Travel Channel's Go Explore aired late 2023, Dayvee Sutton promoted Palo Duro Canyon last week on Today.
 - Great Outdoors TV from Australia
 - Four national projects on Route 66 - Two independent films in the pipeline, one completed.
- Greater Amarillo Film Commission hosted a Filmmakers' Social Hour on April 5th sponsored by Lemieux Company with an attendance of around 80 people.
- There is a group in the Amarillo area called CORE which consists of 18 total members that come together once a week to mentor each other and offer networking connections. This is an invite only group.
- Amarillo has obtained a Texas Music Friendly Certification as of November 2023
- Visit Amarillo Arts Committee theme this year is "On the Silver Screen"
- FY 23-24 Promotion
 - Austin Film Festival
 - Santa Fe International Film Festival
 - Texas Sounds and Cities
 - SXSW
 - Tucumcari Film Festival
 - Business Connection
 - Austin TX TV Festival
 - Texas Route 66 Festival
 - AFCI Week/ TX Association of Film Commissioners/ LMGI Flatlands (Lubbock) Film Festival
 - Amarillo International Film Festival
 - American Film Market
- Amarillo International Film Festival will take place October 10-12, 2024



5. Discussion: Board Retreat

- Kashion Smith asked if the board is able and willing to do a retreat for the July 24th meeting. There is work to be done for the master plan and basic RFP to send out to help get us through the master tourism plan. The goal is 10-20 years of planning, so we stay on point with our strategic plans. Helping us put together deliverables for a more detailed contract with the city. Looking for a better board structure. We will put together a few dates and send out a survey. Tentative hold for July 24th.

6. Public Forum

- There were no comments.

7. General Announcements from Board Members

- Beth Duke announced Center City is starting the annual Imagine the Possibilities tour at the paramount theater/Levine building/Crest building/Woolworth building – new location 45 Wine and Whiskey bar and grill. This event will celebrate National Historic Preservation Month which will be Saturday May 4th at 10am. It is a free event. Beth is also completing work for the Texas Historical Marker for the Barfield. Also announced on April 30th lunch on Polk St there will be food trucks at the Amarillo building. Lastly, Dine Downtown starts next Monday – Eat Local!
- Phyllis Golden announced that the Tri State fair is improving the aesthetics of the grounds. Brady Ragland added that the bones of the fairgrounds are great such as a dirt floor base, livestock etc. There will be street scape signage down 10th street and removed fencing down 3rd St. Things that make guests feel more welcome. West Texas Ranch Rodeo is happening this weekend. In June Coors Ranch Rodeo as well as AQHA rodeo.
- Kashion Smith announced that there are volunteer forms here and online for the Route 66 festival.

8. Discussion on future meeting dates and possible agenda items.

The next meeting date is May 22, 2024

9. Adjournment

- There being no further business Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Alexis Gunter
Executive Assistant



Angela Knapp Eggers
CVB Board President

