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1000 S. Polk St. Amarillo, TX 79101

MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, APRIL 22, 2026 AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS HOME, 1000 S. POLK ST., AMARILLO TX.

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	N	6	4
<u>Vic Ragha</u>	Y	6	3
<u>Phyllis Golden</u>	N	6	4
<u>Bobby Lee</u>	Y	6	4
<u>Coco Duckworth</u>	Y	6	6
<u>Don Tipps</u>	Y	6	5
<u>Jason Fenton</u>	Y	6	5
<u>Paval Nathu</u>	Y	6	5
<u>Al Patel</u>	Y	6	5
<u>Ex-Officios</u>			
<u>Beth Duke</u>	Y	6	4
<u>Bo Fowlkes</u>	Y	6	5
<u>Brady Ragland</u>	Y	6	5

1. Call to Order

- Coco Duckworth called the meeting to order

2. Public Forum

- There were no comments for public forum

3. General Announcements from Board Members

- Center City: May is National Historic Preservation Month, and Center City is celebrating with a Historic Building open house tour on May 2nd in conjunction with Texas Main Street. The event is May 2nd from 10am-12pm, and is free to attend. There will be tours at the Barfield Home, the Turner Avery House, and the Taylor Building; this Saturday morning, APD is working with the Top of Texas Heritage Ride, and Center City is doing a water station in the front lawn of the Bivins Home (Starting at the Big Texan).
- Civic Center: Bo Fowlkes is retiring in one month and Christopher Post will be taking over that position; there will be a retirement party for Bo on May 20th 2pm-4pm at the Grand Plaza

4. Consideration: Minutes from March 25, 2026

- Bobby Lee made a motion to accept the minutes; Paval Nathu seconded. After a unanimous board vote, the minutes passed.

5. Presentation and Consideration: Q2 Financial Report

- January through March 2026

- Revenue was 22% over budget for Q2
- Expenses are 4.5% under budget for Q2
- We got an audit from Texas Mutual on Worker's Compensation policy; we ended up having an extra payment to them
- Advertising was 12% over budget due to the monthly scale due to timing
- Arts was over budget due to part of the grants being expensed this quarter rather than all happening last quarter.
- Everything is expected to balance out at the end of the year
- Special Projects is technically off because of the Tourism Master Planning using reserves; but total expenses for Special Projects are still under budget.
- Interest income is tracking slightly below projection. CD has not reached maturity for this cycle and changing
- HOT: up \$240,000 in the city; our portion was \$107,000 over our budget for Q2
- Audit is wrapping up with the tax team now working on filing 990
- Invoices for the annual board donation (\$50) have gone out (please let Braley know if you didn't receive an email). These can be paid by cash, check, or card.
- STR Report is tracking better month over month; starting to see FERMI move into some rooms now as construction is growing.
- Coco Duckworth made a motion to have a board vote; after a unanimous board vote, the financial report for Q2 was accepted.

6. Discussion: TX Route 66 Festival

- We have officially been fully booked with 66 events over 10 days
- Tomorrow, Luz, Kashion, and Braley are going to OKC for the Route 66 Summit, talking about all of the initiatives we have
- A majority of staff are going to Springfield next week for the official Route 66 Centennial Kickoff Celebration, along with several of our partners. Amarillo will be featured on the 3rd hour of the Today Show on April 30th. May 1st News Channel 10 will do some livestreaming from the parade.
- Volunteering: Visit Amarillo is needing volunteers for merch booth set up, stages for lunch, and entry gates all throughout the finale

7. Discussion and Consideration: Board Strategic Discussion for "The Long Trail"

- ACVB officers met earlier this month to discuss the plan
- Staff will not be able to build strategic plans until we get into the new fiscal year in October; but we want to make some progress on it and work on it with the board
- **September 30th (rather than the 23rd): 2-3 hour meeting to help build a strategic plan**
- Event Advisory Council and Speaker's Bureau: goal to start gaining structure and defining the vision for each of these; Angela Knapp-Eggers and Phyllis Golden will co-chair the Speaker's Bureau; looking to think of some good committee members who are outside of the board.
- Speaker's Bureau vision: getting the community involved; be thinking about people in your spheres of influence to partner with Kashion to present to those groups you know (boards, groups, schools, etc.). Finding

ways to also get in front of younger groups, and educating the whole of the community on how tourism can benefit them.

- Kashion will build out a google folder specific to Board. Inside that folder there will be folders for the Speaker's Bureau and the Tourism and Events Advisory Council. We will add information for each of these groups.
- Call to action: decide if you want to serve on a committee, do you know somebody who would need to be on one of the committees, what tools do you feel like you would need
- Ashley Roberts will start sending out invites to staff presentations so you can get the feel for how we deliver presentations. Hope Hoeffner is presenting on May 19th at the Senior Citizens Association. ACVB staff will compile a consistent presentation for the board with set facts.
- Staff will start calls to action with our existing committees that are more specified. Staff will ensure we are giving consistent updates on Film that can be added to presentations. We will do a slide for each department that each department head can keep updated.

8. Discussion: Next Meeting Date

The next meeting will be May 27, 2026

9. Adjournment

- Coco Duckworth adjourned the meeting

Respectfully submitted,



Ashley Roberts
Administrative Assistant



CoCo Duckworth
CVB Board President



