

MINUTES OF THE REGULAR BOARD MEETING HELD ON WEDNESDAY, JANUARY 22, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

ACVB Mission: Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	<u>Y</u>	<u>3</u>	<u>3</u>
<u>Vic Ragha</u>	<u>N</u>	<u>3</u>	<u>1</u>
<u>Phyllis Golden</u>	<u>N</u>	<u>3</u>	<u>1</u>
<u>Bobby Lee</u>	<u>N</u>	<u>3</u>	<u>1</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>3</u>	<u>3</u>
<u>Tom Scherlen</u>	<u>Y</u>	<u>3</u>	<u>2</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>3</u>	<u>2</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>3</u>	<u>3</u>
<u>Al Patel</u>	<u>Y</u>	<u>3</u>	<u>3</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>Y</u>	<u>3</u>	<u>2</u>
<u>Bo Fowlkes</u>	<u>N</u>	<u>3</u>	<u>1</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>3</u>	<u>2</u>

1. Call to Order

- Angela Knapp Eggers called the meeting to order.

2. Consider: Minutes from November 20, 2024

- Motion to approve made by CoCo Duckworth, Tom Scherlen seconded. After a board vote the motion passed.

3. Consider: Q1 Financial Report

- Braley Beck presented the following:
 - o Rev: \$590,572.65
 - o Expenses: \$707,904
 - o Total HOT collections are up .49% (\$13,632)
 - o ACVB portion of HOT collections up 1.68% (\$9,663)
 - o Other Updates



- A Certificate of Deposit obtained from ANB on December 2nd.
- Over 70k in sponsorship for the Route 66 Festival promised.
- Board giving requests will start going out after today's meeting.

4. Consider: Stand Tall Foundation

- Braley Beck Presented the following:
 - Purpose: Establish a charitable arm of the ACVB to advance hospitality and tourism.
 - Key Objectives:
 - **Hosting events** with transparency and nonprofit compliance.
 - **Supporting education** through scholarships, public awareness, and workshops.
 - **Building community impact** by strengthening the hospitality workforce.
 - Next Steps:
 - Form a Board
 - Legal Formation
 - Financial Setup
 - Initial Funding
 - Launch Strategy
 - Key Adjustments
 - Employee Support
 - Transparency Measures
 - Benefits to ACVB and Community
 - Benefits to ACVB
 - Enhances ACVB's mission
 - Increases visibility and engagement with sponsors and donors
 - Provides an avenue to ACVB events to be more impactful
 - Builds long-term infrastructure to sustain events and programs
 - Benefits to Community
 - Scholarships to support aspiring hospitality professionals
 - Educational programs for tourism partners
 - Increased economic impact through high-quality events and programs
 - Strengthens the local workforce by fostering career growth
 - Timeline
 - Month 1:
 - Form board



- Draft and approve articles of incorporation
- File articles
- Apply for EIN
- Draft and approve bylaws
- Month 2-6:
 - Submit application for 501(c)(3) designation
 - Wait for approval
 - Create 1st year goals and strategic plan
- Month 6+
 - Begin operating events through the foundation
 - Launch scholarships and educational initiatives
- Call to Action
 - Motion to approve the formation of the Stand Tall Foundation made by CoCo Duckworth, Al Patel seconded. After a board vote the motion passed.

5. Review and Consider: Bid for Master Plan

- Kashion presented the following:
 - JLL:
 - Has a larger project team
 - Has produced strategic plans for many Texas cities
 - Has 5 Texas offices
 - JLL owns many data services and is a trusted source of data in the Texas travel industry
 - Speaks well to identifying revenue strategies
 - May need to budget extra \$ for customizations
 - CSL:
 - Timeline is comparable but shorter
 - Smaller project team
 - Has worked with TX CVB's
 - Speaks directly to marketing review
 - Motion to approve to have JLL as the Bid for Master Plan made by Jason Fenton, Payal Nathu seconded. After a board vote the motion passed.

6. Consider: Reserve amount for Master Plan

- Motion to approve to take \$100,000 from reserves for the Master Plan made by Jason Fenton, CoCo Duckworth seconded. After a board vote the motion passed.



7. Consider: Nominations for Board Officers

- Kashion presented the following:
 - o CoCo Duckworth as President
 - o Bobby Lee as Vice President
 - o Al Patel as Treasurer
 - o Motion to approve the new CVB Board Officers made by Jason Fenton, Payal Nathu seconded. After a board vote the motion passed.

8. Public Forum

- There were no comments.

9. General Announcements from Board Members

- Beth Duke announced that the Amarillo Cultural District hosted the Texas Commission of the Arts which hasn't happened since 2016.

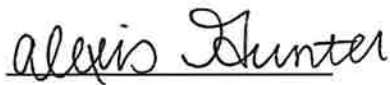
10. Discussion on future meeting dates and possible agenda items.

The next meeting date is February 26, 2025

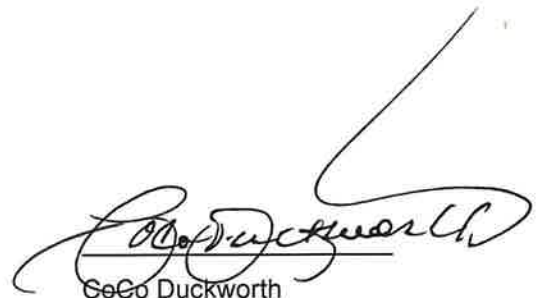
11. Adjournment

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

Respectfully submitted,



Alexis Gunter
Executive Assistant



CoCo Duckworth
CVB Board President

