

MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, FEBRUARY 26, 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>4</u>	<u>4</u>
<u>Vic Ragha</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Phyllis Golden</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Bobby Lee</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>4</u>	<u>4</u>
<u>Tom Scherlen</u>	<u>N</u>	<u>4</u>	<u>2</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>4</u>	<u>3</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>4</u>	<u>4</u>
<u>Al Patel</u>	<u>Y</u>	<u>4</u>	<u>4</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>N</u>	<u>4</u>	<u>2</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>4</u>	<u>3</u>

1. Call to Order

- CoCo Duckworth called the meeting to order.

2. Approval of Minutes from January 22, 2025

- Motion to approve made by Phyllis Golden, Angela Knapp Eggers seconded. After a board vote the motion passed.

3. Update and Possible Consideration: Council Decision on Reserve Request for Master Plan

- Kashion Smith announced that Council approved the Reserve Request for the master plan. After this meeting the CVB will let JLL know we will be moving forward.

4. Update and Possible Consideration: Council Decision on Reserve Policy and Possible Changes

- Kashion Smith announced that Council reviewed the changes to the financial policy. There was no feedback indicating any changes needed to be made.

5. Discussion: Legislative Activities

- Kashion Smith announced that she is working with some of our local rodeo organizers for Amarillo to be proclaimed the ranch rodeo capital of Texas. A Proclamation is written with hopes that it will be finalized by April 6th.
- Sherman Bass attended Panhandle Days. He was able to meet with each of our elected officials and introduce them to staff members from the Texas Film Commission and the Texas Media Production Alliance. He mentioned SB 22 has not been released yet, but SB 1 is asking for \$498 million to support film incentives in Texas.

6. Discussion: International Media Campaign Challenges

- Hope Stokes announced that there were concerns raised in some international ads that included no positive comments. The CVB has decided to shut down the international ad group. This is not Amarillo specific this is US specific. The markets the CVB looks at is UK, Germany and Canada: Canada is almost 100% negative feedback while UK and Germany have held steady. The CVB is recommending that we pull marketing out of Canada completely. Canada has cancelled all travel writers to the US. There are still people from Germany and UK coming in.
- Also discussed that the CVB has an Expedia campaign running through Brand USA beginning next month and a TripAdvisor campaign that is hopeful to launch in May.

7. Public Forum

- There were no comments.

8. General Announcements from Board Members

- Bo Fowlkes with the Amarillo Civic Center announced they have Wizard of Oz on Ice coming in April. The Selena Experience coming in May, Bachman-Turner Overdrive and The Marshall Tucker Band coming in August and Let The Good Times Rock Tour: Warrant with special guests Lita Ford and FireHouse Celebrating 35 years of Cherry pie also coming in August.
- Bobby Lee announced that the Big Texan RV ranch is about to undergo a significant expansion which will impact Starlight Ranch parking.
- Phyllis Golden announced that the Tri-State Exposition will have their 1st Western Legacy awards.
- Brady Ragland also announced that the Tri-State Exposition will have a 25k ambassador scholarship for current high school Juniors; applications are due this Saturday March 1st.

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

The next meeting date is March 26, 2025

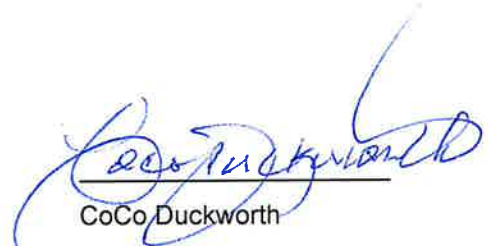
10. Adjournment

- There being no further business CoCo Duckworth adjourned the meeting.

Respectfully submitted,



Alexis Gunter
Executive Assistant


CoCo Duckworth
CVB Board President