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**MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, MARCH 25, 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>	Y	5	4
<u>Vic Ragha</u>	N	5	2
<u>Phyllis Golden</u>	Y	5	4
<u>Bobby Lee</u>	N	5	3
<u>Coco Duckworth</u>	Y	5	5
<u>Don Tipps</u>	Y	5	4
<u>Jason Fenton</u>	Y	5	4
<u>Paval Nathu</u>	Y	5	4
<u>Al Patel</u>	N	5	4
<u>Ex-Officios</u>			
<u>Beth Duke</u>	Y	5	3
<u>Bo Fowlkes</u>	Y	5	4
<u>Brady Ragland</u>	Y	5	4

**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**

- Beth Duke: Center City Mural Run this Saturday morning. The event is pet friendly and family friendly. There are also plenty of downtown dining guides and TXDOT has approved them to be placed in their travel centers.
- Bo Fowlkes: Brand new basketball court, restroom renovation
- Kashion Smith: There are 66 events in the festival this year. We will be going to Springfield with about 5 partners to represent Texas 66 as a whole.

**4. Consideration: Minutes from February 27, 2026**

- Phyllis Golden made a motion to approve the minutes; Don Tipps seconded. After a board vote, the motion passed.

**5. Discussion: Upcoming Volunteer Needs (OccuNet Classic and Texas 66 Festival)**

- We will have volunteer spots at the OccuNet Classic for the welcome table. If you volunteer, you get free tickets for access. June 11-14. Ashley will be sending out information regarding volunteering for Finale.

**6. Discussion: Proposed "The Long Trail: Amarillo's 10 Year Plan for the Visitor"**

## **Economy”**

- The name speaks very well for the plan, and anticipates potential issues that we will work through, and we will always end up back on the trail.
- This is the final plan pending approval. It will have all of the research, analysis, and event matrices.
- We softened how many times the Civic Center is mentioned, but we did not take it out fully to ensure the community understands we have transparency.
- The plan focuses on alignment with the community, and on being an overnight destination.
- Three priorities: community alignment, an expanded event and experience ecosystem, and addressing the future development of the Amarillo Civic Center District as a catalytic anchor.
- To write this plan, we did two full days of community meetings, based on dedicated groups depending on interests, to understand the needs and desires of our community members. JLL also conducted 1 on 1 meetings and Steering Committee meetings during this process.
- Sustainable destination growth must be community led and community supported.
- Civic Center: go away from a focus on conventions, and more on benefits of the facility that can benefit both the community and visitors.
- Events are the primary driver of overnight visitation. Our culture creates a strong platform for rodeo, livestock, cultural festivals, concerts, and large community gatherings.
- The city has created a “promoter” position to help market what’s going on with the Civic Center, and how those things can be useful to the community.
- When addressing the Civic Center, we are not talking about the building. We’re talking about the district. What supports the Civic Center? Find ways to utilize the Pavilion that makes sense for both visitors and community members.
- Vision: By 2036, Amarillo will be nationally recognized as the epicenter of authentic Western culture and industry innovation - anchored by a revitalized Civic Center District, a robust year-round event calendar, and a community that understands and supports destination tourism as a driver of economic vitality and quality of life.
- The goal is to elevate ranchers, artists, event organizers, restaurateurs, and hospitality workers so tourism can become a mechanism for preserving Amarillo’s identity rather than changing it.
- The plan recommends formation of a standing Tourism and Events Advisory Council. This body would provide ongoing input on event priorities, resource prioritization, and community concerns, ensuring that decision making reflects a broad cross section of Amarillo’s interests.
- The strategic challenge is not whether to pursue events, but how to organize them into a cohesive system that delivers measurable results. There are growth opportunities in multi-day destination opportunities.
- Implementation of this Strategic Plan will be guided by a concise set of high level Key Performance Indicators. These measures are intentionally aligned with hotel occupancy tax for statutory purposes, emphasizing promotion, tourism related facilities, and overnight visitation.

- Years 1-3: focus on community alignment, tourism education, establishment of KPI tracking, and completion of Civic Center feasibility and district visioning. Implementation of the event matrix in conjunction with the city events leadership, as a tool for future decision making, will establish an engagement strategy that will ensure compliance with statutory requirements and maximize room-night generation.
- Years 4-7: Civic Center improvements or redevelopment should move into execution, supported by expanded signature events and measurable growth in overnight visitation. Route 66 and Fairgrounds enhancements should advance in parallel to reinforce the district concept.
- Years 8-10: Amarillo should operate as a fully realized event driven destination, with a modernized Civic Center District, a mature year round event calendar, and consistent performance across core KPIs.
- Conclusion: Amarillo's competitive advantage lies in its authenticity. The goal is not to imitate larger markets, but to build on the city's Western identity, industry dominance, community character, and emerging cultural momentum.

#### **7. Consideration: Adoption of "The Long Trail: Amarillo's 10 Year Plan for the Visitor Economy"**

- Jason Fenton made a motion to pass the adoption of the plan; Don Tipps seconded.
- The Long Trail passed with a unanimous board vote.

#### **8. Discussion: First 1-3 Year Strategic Plan for Board of Directors**

- The board can have involvement in getting the word out to other organizations.
- The board should take a more active role and establish a speakers bureau and help be a bridge to educate the community in your own circles. This can assist with the community alignment element.
- The Foundation allows us to pull in non-HOT revenues to support things that the HOT tax won't, like creating programs in the community.

#### **9. Discussion: Next Meeting Date**

The next meeting will be April 22, 2026

#### **10. Adjournment**

- Coco Duckworth adjourned the meeting

Respectfully submitted,



Ashley Roberts  
Administrative Assistant



CoCo Duckworth

CVB Board President

