

MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, AUGUST 27, 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>8</u>	<u>7</u>
<u>Vic Ragha</u>	<u>Y</u>	<u>8</u>	<u>4</u>
<u>Phyllis Golden</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Bobby Lee</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>8</u>	<u>8</u>
<u>Don Tipps</u>	<u>Y</u>	<u>8</u>	<u>6</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>8</u>	<u>6</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>8</u>	<u>7</u>
<u>Al Patel</u>	<u>N</u>	<u>8</u>	<u>7</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>8</u>	<u>5</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>8</u>	<u>5</u>

1. Call to Order

- Coco Duckworth called the meeting to order.

2. Approval of Minutes from May 28, 2025

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

3. Executive Session -Sec. 551.071 - Consult with attorney on a matter in which the attorney's duty to the governmental body under the Texas Disciplinary Rules of Professional Conduct conflicts with this chapter.

- Board has entered Executive Session

4. Executive Session-Sec. 551.074 – Discuss the appointment, employment, evaluation, reassignment, duties, discipline, dismissal of to hear a complaint against the public officer or employee.

- Discussion: Staff salary increases
- Discussion: Executive Director Evaluation

5. Consider and Necessary Action: Staff Salaries

- No discussion; no action taken

6. Presentation and Consideration: Financial Report

- Braley Beck presented the following:
 - o Revenue was up 8.36% over what we budgeted for Q3
 - HOT Funds: \$51,846 over budget

- Special Events Revenue: \$1,500 (Film Festival Sponsorships and Cattle Drive Photo Contest)
- Route 66 Festival: \$22,493 in revenue
- Expenses were about 12% under budget
- 51.1% of expenses came from Program Expenses, followed by Personnel Expenses at 42.2%, and Administrative Overhead at 6.7%.
- Total HOT Collections were \$125,323 from the City's projections
- Our portion of HOT Collections were up \$51,808 over City Projections
- Over and Under Budget
- Year to the end of Q3, all departments were under budget.
- For Q3: Advertising, Communications, Special Projects, and Servicing were over budget. This is primarily because of when expenses were budgeted vs. when they were actually spent. Portions over budget in Servicing is due in part to ordering servicing items for the upcoming year with the Centennial
- The same can be said for the remaining departments that are under budget, with the exception of the Route 66 Festival
- A motion was made by Angela Knapp Eggers and seconded by Phyllis Golden to accept the Q3 financials. After a board vote, the motion passed.

7. Presentation and Consideration: FY 2025.26 Budget

- 2024 Tourism Statistics from the Texas Governor's Office: Amarillo averages 6 million visitors a year. Their spending contributes to - \$1 billion direct travel spending, \$253.3 million in direct earnings (wages, salaries, and benefits), \$91.1 million in direct tax receipts, and 8.5 thousand jobs.
 - Comes from travelstats.com/dashboard/texas
- Budget request for next year:
 - Revenue at \$2,646,788 (Approx. 3% up from the 2024.25 actuals – this is due to our knowledge of definite bookings from conferences, sporting events, and our estimated visitation for Route 66)
 - Other funding is conservative. Interest Income for operation account is at 2.5%, Interest Income for CD and money market is at 3.4%.
 - Total estimated revenue: \$2,798,218 (not including reserves request of \$230,967)
 - Expenses:
 - The majority of expenses are in Administration \$1,375,998 (covers staffing, operations, and organizational support)
 - Advertising follows at \$689,000 ensuring we can effectively market Amarillo as a destination
 - The remaining expenses support key initiatives in arts, film Route 66, sales, special projects, and tourism.
 - Total estimated expenses \$3,029,185.05 (estimated at \$230,967 over revenues. We are requesting the use of reserves to make up this difference).
 - Compared to last fiscal year, the largest increases can be seen in: **Advertising** which makes up 23% of our budget (increase of 60% leaning strongly into Route 66 marketing for the centennial year, and marketing to visitors as they are driving into our market to increase a planned stay), and special projects which makes up 5% of our budget (increase of 258%) to support National Route 66 initiatives, and a grant project that we've applied for (should the grant not be approved, that percentage increase will drop to 104% up).
 - Route 66 saw a 51% decrease as many of those expenses moved to our foundation budget.
 - Core operations are in balance with previous years without the reserves request; the reserves request is due to the centennial year.
 - Reserves: reserves are used for one time opportunities and emergencies. We have a policy to also always hold a quarter of our budget in the reserves at all times. \$100,000 of the reserves is committed for the Tourism Master Plan requested earlier this year (work is underway, but final billing may occur in FY 2025.26). The new request for 2026 related investments totals \$230,967. After these expenses, the projected remaining amount in our

reserves is \$2.06 million.

- Reserve usage: Events/Activations 41.7%, Infrastructure/signage 13% (pending grant approval), sales efforts 10.4%, Marketing campaigns 34.9% - all of these efforts are designed to strengthen Amarillo's position as a premiere Route 66 destination.
- Why Route 66: It is an international icon and economic engine. The goal with the Centennial is to lead the way, drive tourism, support local business, and showcasing our community to the world. This economic impact and community pride bodes well for long term benefits beyond the Centennial.
- Strategic Investments
 - Applying for NEA Our Town Grant for signage and public art
 - Increased familiarization tours and site visit budget
 - Enhanced hosting for influencers and content creators
 - Budget allocations for campaigns, conference and media buys
 - Satellite City for Route 66 Centennial National Kick Off
 - TX Route 66 Festival
- Marketing Campaigns
 - Expedia and Trip advisor
 - Route 66 Magazine
 - Social media pushes and targeted digital ad campaigns
 - Increased billboard buys
 - Texas Highways Content
 - Texas State Travel Guide back cover
 - Podcast partnership
 - Atmosphere TV spots
 - Route 66 Caravan highlights
- Signature Events
 - Tx Route 66 Festival (10 days, over 60 partners, over 20 events)
 - Hosting the Route 66 Centennial Caravan and Great Race)
 - Occunet Classic Series
 - Route 66 National Kick Off
 - Capital Christmas Tree
 - Route 66: The Main Street of America Texas premiere
- Content Creation and Media
 - Increased hosting for travel writers and content creators
 - Route 66 documentary
 - Social and video storytelling
 - Local spotlight campaigns
 - Increased collaboration with content creators/bloggers
 - Increased IPW attendee hosting
- Hosting Major Conferences (Conferences that are involved with us due to the Route 66 Centennial)
 - Texas Crime Stoppers – 30th Annual Student Conferences and 37th Annual Conference
 - Texas Municipal Clerks Association
 - American Meat Science Association
 - American Planning Association
 - Texas Downtown Association Conference
 - Korn Ferry Tour's OccuNet Classic Series
 - International Police Mountain Bike Association
- These conferences being hosted here mean thousands of delegates – filling hotels, restaurants, and attractions. This is strong proof of Route 66's power to influence meeting and convention bookings.
- These strategic initiatives will boost Amarillo's reputation for tourists, and provide a lasting economic impact through tourism. The budget request will position us to continue pushing the

momentum for the next 100 years.

- A motion was made by Jason Fenton, and seconded by Don Tipps to approve the 25-26 budget. After a board vote the motion passed.

8. Public Forum

- There were no comments

9. General Announcements from Board Members

- Phyllis Golden announced: The Tri-State Fair and Rodeo is coming up on September 12-20. Posters will be posted around public areas. They have opened the Rex Baxter building to everyone and will have many events at 5pm every day. These will be skills presentations (Skill Mills) on various topics. Following this will be entertainment, including a Karaoke Contest on Tuesday the 16th, a Fiddling Contest Thursday the 18th and a Western Swing Dance following the fiddling contest. There are cash prizes as well as gift certificates for the winners of the contests.
- Vic Ragha announced they will be closing the players club on I-40. They are working on permitting scheduling for demolition.

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

- The next meeting date is September 24, 2025

11. Adjournment

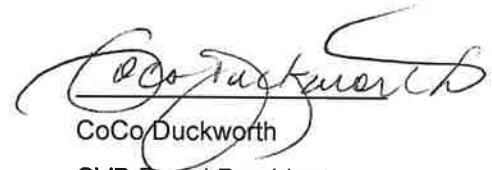
- There being no further business, Coco Duckworth adjourned the meeting.

Respectfully submitted,



Ashley Roberts

Administrative Assistant



CoCo Duckworth

CVB Board President