



(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

**MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, JANUARY 28, 2025,
AT 8:30 AM IN THE MEETING ROOM OF THE AMARILLO BOTANICAL GARDENS 1400 STREIT
DRIVE. AMARILLO, TEXAS.**

<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>2</u>
<u>Vic Ragha</u>	<u>Y</u>	<u>3</u>	<u>2</u>
<u>Phyllis Golden</u>	<u>N</u>	<u>3</u>	<u>3</u>
<u>Bobby Lee</u>	<u>Y</u>	<u>3</u>	<u>2</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>3</u>	<u>3</u>
<u>Don Tipps</u>	<u>Y</u>	<u>3</u>	<u>3</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>3</u>	<u>3</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>3</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>3</u>	<u>2</u>

1. Call to Order

- Coco Duckworth called the meeting to order

2. Public Forum

- No members of the public were in attendance.

3. Consideration: Minutes from November 19, 2025

- Vic Ragha made a motion to approve the minutes; Jason Fenton seconded. After a board vote, the motion passed.

4. Financials

- Q1 25-26: Expenses are outpacing revenue, but this will flatten out as the year goes on.
- Revenue up 16.3% and expenses are down 77% of the budgeted amount.
- Expenses: Admin/Advertising were the biggest chunks of the budget.
- HOT Collection Performance: ACVB's portion collected is over what was budgeted.
- Motion made by Bobby Lee, Payal Nathu seconded. After a board vote, the report passed.

5. General Announcements from Board Members

- Center City Mural Run: biggest fundraiser of the year, March 28th, 4th annual event.
- Tri-State: Monster Truck Show: about 10,000 people attended Friday-Saturday in the Amarillo National Center.

6. Tourism Master Plan CVB Board Workshop

- Summary Statement from JLL: Amarillo has a rare opportunity to elevate its visitor economy by leaning into its authentic Western identity, expanding outdoor and agritourism, building a stronger events ecosystem, and strategically reinvesting in its key cultural districts. With infrastructure upgrades, brand alignment, and stronger community engagement, Amarillo can evolve from a pass-through stop into a multi-day Western cultural destination with statewide and national visibility.
- From Pass-Through to Purposeful Stay: What specific experiences, events, or districts do you believe have the greatest potential to convert Amarillo from a one-night stop into a multi-day destination - and what is currently preventing those opportunities from scaling or connecting into a cohesive visitor journey?
 - How we can get experiences to become more cohesive:
 - cross-pollination between experiences is helpful for everyone
 - There is often an idea that we are pulling ourselves up by our bootstraps and we have to do things on our own, and it's tough to focus outside of our own individual business.
 - We need a vision shift to show how much more successful everyone will be if we work together.
 - There are some issues of budgets from smaller places (mom and pops) vs bigger places that are established.
 - Time is a precious resource and it is tough for people to have the time to collaborate.
 - There is a feeling of "only certain people are getting business" which can put a constraint on partners to come together and move forward. More resources could be beneficial for these partners who don't have the same resources as others.
 - We as an office can lean into reviews and reputation of our partners to help them feel supported. We could look into places that are 3 stars and up or places who are actively working to make things better and be professional in handling negative reviews. The office can give resources to everyone, and it is up to the choice of the partners to utilize those.
 - Another standard with our partners could be consistency (consistency within hours so travelers can plan).
 - Suggestion of a partner portal to be able to communicate with other partners. We have RoundUp, and we can set up a version where partners can more easily communicate with others. There is a community post board on RoundUp. We as an office need partners pushing other partners to use the tools.
 - Kiosks: these are located currently at the airport and Buccee's
 - Reviews: partners can start being more pushy into getting Google

- Reviews from their experiences
- Facilities: we need better facilities (for example the Civic Center). There also needs to be more family friendly attractions (Wonderland new ownership, having a covered outdoor venue at John Stiff Park to host concerts).
- There is a general community recognition of individual benefit.
- We need to work to improve the beautification of Amarillo, specifically on I-40 so people driving on the highway can feel the personality of Amarillo.
- Where do you believe tourism investment would deliver the most visible and broadly supported community benefit over the next 5-10 years - and how should Visit Amarillo better communicate the value of tourism to residents who are skeptical of visitor-driven funding?
 - We have an older demographic that tends to push the younger demographic out. Many younger people value a strong downtown experience.
 - A great place to live is a great place to work is a great place to visit. All 3 need to be balanced in the destination.
- If Amarillo were to credibly claim a national leadership position in "authentic Western culture", what assets, stories, and experiences must be elevated first - and what would need to change operationally or collaboratively to protect that authenticity as visitation grows?
 - There needs to be a mentality of both preservation and new things.
 - Convention center economically makes more sense, but there is more community use of the civic center. JLL believes we can make a plan for a center that meets both needs.

7. Discussion: Next Meeting Date

The next meeting will be February 27, 2026 (12pm-5pm) at the Mack Dick Pavilion

8. Adjournment

- Coco Duckworth adjourned the meeting

Respectfully submitted,



Ashley Roberts
Administrative Assistant



Coco Duckworth
CVB Board President



