

MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, NOVEMBER 20, 2024, 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.

1. Call to Order

- Angela Knapp Eggers called the meeting to order.

2. Approval of Minutes from October 23, 2024

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

3. Consider: Fiscal Year 2024.25 Investment Policy

- Braley Beck presented the 2024.25 Investment Policy:
 - o Motion to approve the policy as presented made by Phyllis Golden, Payal Nathu seconded. After a board vote the motion passed.

4. Discuss and Consider: Amount and term length of possible Certificate of Deposit (CD)

- Braley Beck presented the following
 - o Putting 1 mil from reserves into a CD for 6 months which is a 4.20% interest rate and should generate around 20k in interest.
 - o Motion to approve the Certificate of Deposit made by Coco Duckworth, Payal Nathu seconded. After a board vote the motion passed.

5. Consider: Appointment of Hotelier Position on ACVB Board

- Kashion Smith announced that Payal Nathu is up for her second term and would like to run again. There is also an application for Surin Patel to replace Payal Nathu. Motion to approve Payal Nathu seconded term made by CoCo Duckworth, Phyllis Golden seconded. After a board vote the motion passed.

6. Review and Consider: Bid for Master Plan

- Kashion Smith announced that the CVB had 2 RFP and 1 no bid responses for a master planning company.
- Braley Presented the following:
 - o Objective: To develop 20 plus year plan to guide tourism growth in Amarillo.
 - o Responses with bid: CSL and JLL
 - o Goals of the Plan: Assess Current Assets, Market Analysis, Strategic Development, Marketing, Sustainability, Revenue Diversification



- Key Components: Scope of Work, Deliverables and Firm Qualifications
- Next Steps: 1. Review Proposals, Submit Scorecard, Vote in January 2025, Bring to City Council in Feb 2025

7. Consider: Reserve amount for Master Plan

- Agenda item was tabled.

8. Public Forum

- Dipak Patel announced that he believes the main thing that needs to be focused on is beautification of Amarillo. He also suggests that Amarillo needs more billboards in order to entice visitors who are passing through to stay a night. He stated there should be a billboard every 10 miles with different attractions.

9. General Announcements from Board Members

- Beth Duke announced that the Electric Light Parade is Friday December 6. Artsinamarillo.com is the new website for the Amarillo Cultural District.

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

The next meeting date is January 22, 2025
(No December meeting)

11. Adjournment

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

Respectfully submitted,



Alexis Gunter
Executive Assistant



Angela Knapp Eggers
CVB Board President

