



CITY OF AMARILLO, TEXAS NOTICE OF MEETING &  
AGENDA  
CONVENTION AND VISITORS' BUREAU BOARD OF  
DIRECTORS MEETING

**REGULAR MEETING TO BE HELD ON WEDNESDAY, APRIL 24, 2024, AT 8:30 AM IN THE BOARD ROOM  
OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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Please note: The ACVB Board may take items out of the order shown on the agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting, as may be necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.

ACVB Mission: Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.

1. **Call to Order**
2. **Approval of Minutes from March 27, 2024**
3. **Presentation and Consideration: Financial Report**
4. **Presentation: Greater Amarillo Film Commission**
5. **Discussion: Board Retreat**
6. **Public Forum**
7. **General Announcements from Board Members**
8. **Discussion on future meeting dates and possible agenda items.**  
The next meeting date is May 22, 2024
9. **Adjournment**

Accessibility to individuals with disabilities at the Bivins Mansion is through its side entry on the south side of the building. An access ramp leading to the main entry is located at the side of the building. Parking spaces for individuals with disabilities are available in the south parking lot. The building is equipped with disability restroom facilities, and elevators that are accessible. Individuals with disabilities who require special accommodations, or a sign language interpreter must contact the City Secretary's Office 48 hours prior to meeting time by telephone (806) 378-3013 or the City TDD number at (806) 378-4229.



**MINUTES OF THE REGULAR BOARD MEETING HELD ON WEDNESDAY, MARCH 27, 2024, AT 8:30 AM  
IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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**1. Call to Order**

- Angela Knapp Eggers called the meeting to order.

**2. Approval of Minutes from February 28, 2024**

- Motion to approve was made by Bobby Lee, Tom Scherlen seconded.

**3. Update and Consideration: Articles of Incorporation, board appointments**

- Kashion Smith asked for approval on the change in language in the Articles of Incorporation. Tom Scherlen made the motion to approve, and Bobby Lee seconded.

**4. Discussion and Consideration: 501 Status and filings, Bylaw amendment**

**⌘ Add Ex-officio position**

**⌘ Better define board seat categories**

- Kashion Smith asked for the approval on the change in language in the 501 Status and filings, Bylaw amendment. Motion to approve made by CoCo Duckworth, seconded by Vic Ragha.

**5. Presentation: CVB Communication Activities**

- Jackie and Hope presented the following Communications Report:
- Influencers from the UK, London visited in December: Jordan, Louis and Nikita have a total of 510.5k followers. They made 18 posts total. Had 1.7k engagements and 284.7k reach. This resulted in \$56K EMV (estimated media value).
- Influencer "Explorer with Wesley" who has 45.8k followers, made 1 post, had 2.4k engagements and 37.6 reach. This resulted in \$48.7k EMV.
- Travel Writer: Highway to paradise, Jenette Magazine
- Social Media and More: According to Expedia Media Group 53% of Gen Z and 47% of Millennials use social media for travel inspiration. Visit Amarillo primary social channels are Facebook, TikTok and Instagram. The secondary channels are Pinterest and YouTube Shorts.



- Social Skills:
  - o Content Strategy & Creation
  - o Photo/Video Editing
  - o Graphic Design
  - o Audience Analysis & Targeting
  - o Analytics & Performance Tracking
  - o Community Engagement / Customer Support
  - o Trend Identification/ Research & Adaptation
- 2022 vs 2023
- Impressions – 308.2%
  - o 2023 – 21,157,775
  - o 2022 – 5,183,013
- Engagements – 529.6%
  - o 2023 – 816,770
  - o 2022 – 129,737
- Post Link Clicks – 1065.2%
  - o 2023 – 391,020
  - o 2022 – 33,557
- 690 posts total in the year 2023
- On the Blog: Blogs Coming Up
  - o Route 66 Bus Tours
  - o An Afternoon on Route 66
  - o Cars: Inspired by Route 66
  - o Amarillo Tex-Mex Guide
  - o Fast Food Chains in Amarillo
  - o Attractions Open on Sunday
  - o New Series: Loved by Locals in Amarillo
- Visit Amarillo Newsletter: Amarillo Weekly Edit features events and content that is on the blog.
  - o 34.02% Open Rate
  - o 99.47% Delivery Rate
  - o 2.64% Click Rate



- TX 66 Newsletter: subscribers must physically go to the website which in turn offers more engagement.
  - o 73.85% Open Rate
  - o 100% Delivery Rate
  - o 20% Click Rate
- Impressions – 308.2%
- Engagement – 529%
- 690 posts over the year
- Big Upcoming Projects: Website Redesign, Dining Videos, German FAM Tour

**6. Public Forum**

- There were no comments.

**7. General Announcements from Board Members**

- Bobby announced that April 21<sup>st</sup> Lyle Lovett and Michael Martin Murphy will put on a fundraiser at the Moon Palace at Starlight Ranch. He also announced that Tracy Byrd will be performing on 5/31 for the Texas Route 66 kickoff.
- Kashion Smith asked board members to pass information about the Route 66 Festival for potential sponsors. She also announced that the festival will bring back the corn dog eating contest, Elvis, Car Show and Pin-up pageant. There will also be wrestling. A Route 66 merchant meeting took place on Monday March 25th with a great turnout. In April the CVB will bring in volunteer sign up sheets.
- Angela Knapp Eggers announced that power of the purse is coming up in 3 weeks. If you want to attend let her know. Dr. Ben Carson will be speaking at the event.

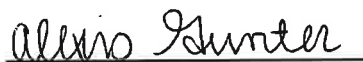
**8. Discussion on future meeting dates and possible agenda items.**

The next meeting date is April 24, 2024


**9. Adjournment**

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

Respectfully submitted,



Alexis Gunter  
Executive Assistant



Angela Knapp Eggers  
CVB Board President

