

MINUTES OF THE REGULAR MEETING HELD ON WEDNESDAY, FEBRUARY 28, 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 established a quorum and called the meeting to order.

2. Approval of Minutes from January 24, 2024

- Motion was made by Phyllis Golden and seconded by Tom Scherten.

3. Update: CVB Foundation Status

- Kashion Smith announced that Jason Fenton, Phyllis Golden, Payal Nathu and herself had a meeting about the foundation and discussed other changes going on with the CVB. They concluded that the best idea is to table it for a year. With the Tourism Master Plan happening late this summer there is hopes that it will also be used to create a strong structure of the foundation to give it the proper attention it needs.
- Phyllis Golden commented that the foundation just needed a time to process.

4. Update: Council Presentation Date and Discussion Points

- Kashion Smith announced that she will be giving a presentation on March 12th to the City Council with the changes the CVB is making while moving operations under the 501(c)6. Kashion wants to make certain the entire Council is aware of what is changing.

5. Presentation: Sales and Servicing Report

- Amy Tarr announced the Sales and Servicing travel agenda for 2024
 - o RCMA, SWSC, ESPA happened in January 2024
 - o AQHA Convention – March 2024
 - o TSAE Planner Event – April 2024
 - o Sports ETA – not attending – waiting on Kids Inc new facility update – possible Summer or Fall sports conference in place of Sports ETA
 - o TSAE – September 2024
- Stephanie Andrews announced some highlighted events happening this year:
 - o Robotics is happening March 28 - 30 at the Amarillo Civic Center
 - o West Texas Ranch Rodeo April 26 - 28
 - o WTCJCA April 23 - 26
 - o Lions State Convention May 15 - 18



- AQHA VRH Show June 15 - 23 at Tri-State
- Jehovah Witness in June – Earlier than normal due to the new Coliseum floor being installed.
- Route 66 Festival June 6 - 15. There is a list of events on the Visit Amarillo website <https://www.visitamarillo.com/>
- TSCA October 9 - 12
- CMSA & USTPA October 12 - 20 & 17 - 26 at Tri-State
- D2CCA Tip Off Classic Women's Basketball Oct 31 – Nov 3
- WRCA November 14 - 17, 2024
Amy Tarr announced an update in Sports
- NCAA Bids Submitted
 - 2027 NCAA Division II Women's Volleyball
 - 2026 & 2027 NCAA Division II Football
 - 2027 & 2028 NCAA Division II Men's Basketball
 - 2027 & 2028 NCAA Division II Women's Basketball
 - 2027 & 2028 NCAA Division II Men's and Women's Outdoor Track and Field
 - 2027 NCAA Division II Softball
- Pickleball
 - Picklemania February and now May at Netplex
- Baseball
 - Ramping up these tournaments and will have the State tournament in 2025
- Special Olympics – May Regional Event 1000+ kids
- D2 CCA – 2025 – 2028 Bid
- NJCAA Div 1 Football – Finalist 2025 – 2027
- Golf – Senior Lonestar Tournament – 2025
- Society of American Travel Writers – North America's premier professional travel media organization
 - Submitted a bid for 2025
 - Short list will be out in March, site visits April/May and decision made in June
 - Partner focus/tours/showcase Amarillo
 - ROI – Investment in your destination and tourism partners

6. Public Forum

- There were no comments.



7. General Announcements from Board Members

- Bobby Lee announced an update on graphics for the Big Texan cups.
- Sherman Bass announced that there is a large television series project in Amarillo that will be here in late March.
- Beth Duke announced the Center City Mural Run which will take place on March 23rd. Also mentioned that National Main St is sending a crew to Scratch Made Bakery this Friday March 1st to showcase women-owned businesses for Women's History month.

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

The next meeting date is March 27, 2024

9. Adjournment

- There being no further business, Kashion Smith adjourned the meeting.

Respectfully submitted,



Alexis Gunter
Executive Assistant



Angela Knapp Eggers
CVB Board President

