

MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, JANUARY 24, 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 November 15, 2023**
 - Motion was made by Vic Ragha and seconded by Jason Fenton.
- 3. Update: Staffing changes**
 - Kashion Smith reported that Mary Ramirez retired, and Alexis Gunter is the new Executive Assistant. Luz Aguilar was introduced as the new Visitor Services Coordinator. Kashion also reported that Christy King is now with the Chamber of Commerce.
- 4. Report: Financials**

Braley Beck reported the following:

 - The first quarter is going well after switching things with our total revenue around \$893,000.
 - When receiving HOT collections, please be aware that the value is for the previous month, not the current month. Year-to-Date collections for the ACVB are currently 30% under budget; visitor guides were not ordered with the budgeted month and cost around \$30,000.
 - Kashion Smith secured a title sponsorship for the Route 66 Festival.
 - Amy Tarr is partnering with WT on events and Hope Stokes has updated our website.
 - Reserves have been moved to a separate account.
 - Newly added to the HOT collections report is an additional line for the bond payment.
 - Interest income has changed, budgeted 4 percent coming in and we are currently at 5 percent.
- 5. Board Reminders: Bio/Headshots for Website and Board Giving**
 - Kashion Smith reported that if you have not sent a headshot Jackie will be available for a headshot after the board meeting.
 - Kashion Smith reported that a QR code was given for Board Giving.



6. Discussion: Formation of the ACVB Foundation

- Kashion Smith asked for guidance for the mission statement for the foundation. She commented that the foundation is important for grant opportunities. Some thoughts for the grants would be for women in hospitality. It would be for low-income neighborhoods focused on women who are coming out of high school and getting them into hospitality. Some peak interests for grants are low-income neighborhoods and the issues with staffing in the hospitality industry. Kashion also reported that the foundation would not only be great for hospitality but for things like Film Commission to grow the department.

|| Name – What speaks well to a foundation that serves hospitality.

- Suggestions:
 - Tourism Foundation of Amarillo by Jason

|| Board Set Up –

A Board of 3 - 5 people could manage the foundation along with volunteers and eventually a staff member.

- Kashion – Braley and Kashion would serve as staff liaisons
- Then one officer from the CVB board, chair or vice chair
- Beth Duke commented that Center City board is four people.
- Angela asked if there is any definition to who can be on the board. Kashion Smith responded no one specific but she would like someone with non-profit experience.
- Kashion Smith asked who would like to be on subcommittee.

|| Purpose

- No comments were made.

|| Projects

- No comments were made.

The board discussed a subcommittee of three people to talk through these items to bring a more cohesive picture together:

- Kashion Smith would like a hotelier and Payal Nathu offered.
- Attractions; Phyllis Golden
- Jason Fenton offered as a Citizen at Large.

7. Discussion and Consideration: Arts Marketing Grants Requirements

Kashion Smith discussed the following:

- In the guidelines for the grant any non-profit organization receiving or planning to receive HOT funds from an organization or municipality other than the ACVB must disclose the funding source and dollar amount to be considered during the jury process.
- Application must be presented on a formal Amarillo CVB funding request form.
- Kashion asked the committee in regard to question 20 if they want to specify the event.
- You can find the application online.



- Coco Duckworth approved; Tom Scherlen seconded.

8. Public Forum

- There were no comments.

9. General Announcements from Board Members

- Beth Duke announced that Bobby Lee and Danny Lee received the 2023 Citizens on the Move, Headliner Award. Also announced was Angela Knapp Eggers is giving a program on women's issues Friday January 26th. Beth announced that on Feb 24th Center City is sponsoring the Brandy Lee Lar Tower Run and on March 23rd Underwood Law Firm is having the 3rd annual Center City Run.
- Angela Knapp Eggers announced that Day of the Woman is Tuesday February 6th at the Grand Plaza in the Civic Center.
- Bo Fowlkes announced that on February 13th Wheel of Fortune Live will be held at the Civic Center and at the end of March Herb Albert and Lani Hall will be live

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

The next meeting date is February 28, 2024

11. Adjournment

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

Respectfully submitted,

Alexis Gunter

Alexis Gunter
Executive Assistant

Angela Knapp

Angela Knapp Eggers
CVB Board President

