

MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, MAY 28, 2025, 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.

<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>7</u>	<u>6</u>
<u>Vic Ragha</u>	<u>N</u>	<u>7</u>	<u>3</u>
<u>Phyllis Golden</u>	<u>N</u>	<u>7</u>	<u>4</u>
<u>Bobby Lee</u>	<u>N</u>	<u>7</u>	<u>4</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>7</u>	<u>7</u>
<u>Tom Scherlen</u>	<u>Y</u>	<u>7</u>	<u>5</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>7</u>	<u>5</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>7</u>	<u>6</u>
<u>Al Patel</u>	<u>Y</u>	<u>7</u>	<u>7</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>N</u>	<u>7</u>	<u>4</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>7</u>	<u>4</u>
<u>Brady Ragland</u>	<u>N</u>	<u>7</u>	<u>4</u>

1. Call to Order

- Coco Duckworth called the meeting to order.

2. Approval of Minutes from April 23, 2025

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

3. Update and Discussion: Progress on TALL in Tourism Foundation

- Kashion Smith updated the CVB Board – they have started on the foundation; landed on TALL (Teach, Achieve, Learn and Lead) in Tourism as the name. The board members consist of Coco Duckworth, Mark White and Angela Lust. There is a possibility of adding 2 more board members.

4. Presentation and Discussion: Marketing Report

- Hope Stokes presented the following:
 - o Geo Targeting Update: Trying to find new markets to target.
 - o Spring Campaign: Outdoors and Western Lifestyle
 - Atmosphere TV; Amarillo quizzes
 - o Summer Campaign: Outdoors and Western Lifestyle and Adventure
 - o Fall Campaign: Arts and Dining
 - o Expedia: Campaign being run this summer to help raise occupancy
 - o Route 66; on Hulu, Netflix, Facebook, YouTube, etc
 - o Red Boot Affair: Introducing an upscale western dress code that ties into the Amarillo brand
 - o Print: Group Travel Leader, Texas State Travel Guide, Travel Host, Brick and Elm, etc
 - o Billboards: Palo Duro Canyon is the main object.

- Social Media: Facebook, Instagram, TikTok, Pinterest, YouTube, LinkedIn and X
- Blog: Texas 66 Antique/Thrifting Guide, stargazing in Texas: Best Hidden Places to See Stars, Besting Things to do along Texas Route 66, etc
- Photography: Facility photography for Sports
- Newsletters: Front Desk Friday, The Weekly Edit and TX 66 Festival
- PR: Hosted 6 writers and creators since January and Upcoming Bobo and Chici, German Media Fam and Raymond Cua

5. Update: Final Reminders for Festival

- Luz Aguilar updated the board on the 10 day festival activities.

6. Public Forum

- There were no comments.

7. General Announcements from Board Members

- Sherman Bass announced that SB22 has passed.
- Beth Duke announced that this year is the 30th anniversary of June Jazz and High Noon on the Square.
- Kashion Smith announced that she and Bobby Lee attended the first Route 66 symposium

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

The next meeting date is July 23, 2025

(No June meeting due to staff travel)

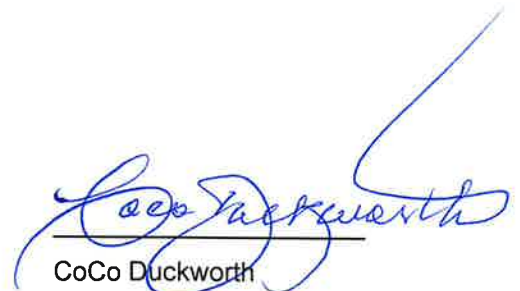
9. Adjournment

- There being no further business Coco Duckworth adjourned the meeting.

Respectfully submitted,



Ashley Roberts on behalf of Alexis Gunter
Administrative Assistant



CoCo Duckworth
CVB Board President