

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 15th day of November 2023, the Convention and Visitors Bureau Board met at 8:30 AM in the Board Room of the Bivins Home, 1000 S. Polk.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	2	2
Vic Ragma	Y	2	1
Phyllis Golden	Y	2	1
Bobby Lee	N	2	1
Coco Duckworth	Y	2	1
Tom Scherlen	Y	2	2
Jason Fenton	Y	2	2
Payal Nathu	Y	2	2
Al Patel	Y	2	2
Ex-officios			
Beth Duke	Y	2	2
Bo Fowlkes	N	2	1
Brady Ragland	Y	2	2

Also present was Leslie Schmidt, Sr. Assistant City Attorney

Item 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order.

Item 2: Approval of Minutes from October 25, 2023. Motion was made by Phyllis Golden, seconded by Jason Fenton, and unanimously carried to approve the October minutes.

Item 3: Presentation and Consideration: Financial Report. Braley Beck presented the Monthly Board Report for October 2023.

Kashion Smith reminded everyone that in the past our budget was based on projections. We have now reached the point that we can operate from cash on hand. We do not have reports from the City for this month's meeting, since it is being held a week early.

We now have three bank accounts for investments, checking and revenue. She explained that the revenue account is for non-HOT funds, board donations, sponsorships, and merchandise sales.

Braley Beck also presented an update on the new accounting software for paying invoices through Bill.

Item 4: Announcement: Board Appointments for January 2024. Kashion Smith reported that the City Council approved the Ex-Officio positions held by Beth Duke and Bo Fowlkes. Vic Ragma, Jason Fenton, and Phyllis Golden were reappointed for second terms.

Item 5: Discussion: Formation of the ACVB Foundation. It was agreed that Kashion Smith will survey the board members for suggestions and feedback. This item will be discussed at the January meeting.

Item 6: Discussion and Consideration: Travel and Client Policy. Kashion Smith reminded everyone that the Loyalty Points and Credits clause (Section 6 Point E) is the last piece of the policy awaiting approval. After receiving more suggestions and feedback, Braley Beck presented the revised policy.

Motion was made by Jason Fenton, seconded by Tom Scherlen, and unanimously carried to accept the Travel and Client Policy as presented.

Item 7: Discussion and Consideration: Possible Changes to the Arts Marketing Grants Requirements. Kashion Smith went over the Funding Guidelines two-part requirements, and the six statutorily provided categories for the use of local HOT Revenue.

She went over the Marketing Assistance Funding Request Form that acts as a checklist for the required criteria.

She also shared a sample Marketing Assistance Funding Request that illustrates the applicant's advertising avenues and demographic data on their patrons.

There was discussion last month regarding applicants who receive HOT funds from another source. As a result of that discussion, we have created additional guidelines that will be included in next year's round of applications. She explained that a large percentage of that applicant's patrons are visitors which can easily fill a travel itinerary that encourages an additional night stay which qualified them for their grant.

She presented those guidelines for discussion and feedback. Based on that, they will be presented at the January meeting.

Item 8: Public Forum. There were no comments.

Item 9: General Announcements from Board Members.

Beth Duke distributed information on Center City's Deck the Herd Contest and the Electric Light Parade on December 1st. She congratulated Sherman Bass on his work in Amarillo's Music Friendly designation event.

Beth added that she nominated Melissa Dora Oliver-Eakle who will now be the first pioneer woman inducted into the TX Women's Hall of Fame.

Angela Knapp Eggers reminded everyone of Lunch 'n Learn hosted by the Laura Bush Institute for Women's Health today at noon.

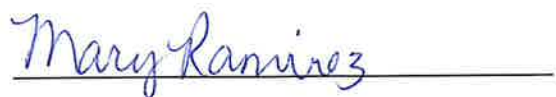
Payal Nathu invited everyone to the Chamber of Commerce After Hours tomorrow at Towneplace Suites from 5-7 pm.

On behalf of the CVB, Kashion Smith presented Mary Ramirez with a retirement gift.

Item 10: Discussion on future meeting dates and possible agenda items. The next meeting date is January 24, 2024. There is no December meeting due to the Christmas Holiday.

Item 11: Adjournment. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President