

State of Texas

County of Potter

City of Amarillo

MINUTES

On the 25<sup>th</sup> day of October 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	1	1
Vic Ragha	N	1	0
Phyllis Golden	N	1	0
Bobby Lee	Y	1	1
Coco Duckworth	N	1	0
Tom Scherlen	Y	1	1
Jason Fenton	Y	1	1
Payal Nathu	Y	1	1
Al Patel	Y	1	1
Ex-officios			
Beth Duke	Y	1	1
Bo Fowlkes	Y	1	1
Brady Ragland	Y	1	1

Also present were Leslie Schmidt, Sr. Assistant City Attorney, and Freda Powell

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

Item 2: Approval of Minutes from September 27, 2023. Motion was made by Bobby Lee, seconded by Tom Scherlen, and unanimously carried to approve the September minutes.

Item 3: Presentation and Discussion: Greater Amarillo Film Commission Activities. Sherman Bass presented the Year in Review, reporting that they have now had 7 meetings. Sean Doherty is outgoing chair, incoming chair is Sheryl Anderson.

Reel Scout is building the Location Gallery and the Production Directory. The Location Gallery has 244 locations, and the Production Directory has 8 submissions. Both allow details and photos to be submitted by the owner or vendor.

The website, [VisitAmarillo.com/film](http://VisitAmarillo.com/film), is getting its final touches using design elements by a local artist.

Sherman also shared future projects being filmed in and around Amarillo.

Item 4: Updates and Discussion: Texas Music Friendly Designation. Sherman invited everyone to the Texas Music Friendly Certification ceremony on Monday, November 13<sup>th</sup> at 4 pm at Arts in the Sunset.

He shared information about the festivals in Austin, Lubbock, Santa Fe, and Tucumcari where Amarillo has been promoted, as well as upcoming promotions in 2024.

Lastly, he shared the various graphics for our branding.

Item 5: Discussion and Consideration: Travel and Client Development Policy. Kashion Smith reminded everyone that this discussion was tabled at the September meeting. That draft was resent to everyone just a few days ago.

From the feedback received, she created a second draft which is being resubmitted for discussion. There was some discussion, and additional edits were made. She will make those few changes and email the updated version to the board to be an action item at the November meeting.

Item 6: Discussion and Consideration: Arts Marketing Grant Approvals. Christy King reported that the jury met to review the applications and decide the amounts to be awarded. She distributed the list of arts groups that submitted applications including the amounts requested, and the amounts they were granted by the jury.

There was discussion regarding the guidelines and purpose of the grants, and the allotment of grant money to organizations outside of Amarillo that receive HOT funds from another city.

Motion was made by Angela Knapp Eggers on behalf of the Arts Marketing Grants jury, the motion was seconded by Jason Fenton. Four board members present voted in favor of approving the Arts Marketing Grant Approvals as presented, two board members voted against.

Item 7: Public Forum. There were no comments.

Item 8: General Announcements from Board Members.

Kashion Smith reminded everyone that, per the Giving Policy, each board member will donate \$50 by December 31<sup>st</sup>.

Kashion also reminded everyone of the groundbreaking of Buc-ees tomorrow at 1 pm.

Beth Duke distributed the new edition of the Downtown Dining Guide. She added that she is working with the CVB to bring the Texas Downtown Association meeting to Amarillo.

Item 9: Discussion on future meeting dates and possible agenda items. The next meeting date is November 15, 2023 (one week early due to Thanksgiving). It was requested that one agenda item be the discussion of events to coincide with travel through Amarillo to the Albuquerque Balloon Fiesta.

Kashion Smith commented that occupancy rose 16% during that time, according to STR reports.

Item 10: Adjournment. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



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Mary Ramirez  
Executive Assistant



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Angela Knapp Eggers  
CVB Board President