



June 29, 2018  
2nd Floor CVB Conference Room  
Meeting Minutes

### **Members Present**

Bureau: Jenny Bell, Jessica Bennett, Angie Brady, Denise Comulada, David Nash, Stephanie Decatur

Members: Ramona Moore, Beth Rivas, Michelle Williams, Laura Leal, Lily Schmidt, Deanna Morgan, Sandy Ness, Michelle Williams

Guests: Mark Zarthar; President of the Astro's and David Lane; General Manager of the Astro's

### **Summary / Group Information Sharing**

Stephanie Decatur called the meeting to order at 8:30 a.m. She welcomed everyone and thanked them for attending the meeting. She then asked attendees and the guest speaker to introduce themselves to the group.

### **Speakers**

#### **Mark Zarthar – President of the Astro's**

Mark introduced himself and thanked the group for having him. He started off by saying how excited he was for what the new baseball stadium will bring and cannot wait to see how the community will flourish. He then gave a brief description of what the actual stadium will procure; the concourse will have a complete 360 view, full bar with corn hole and games, a kid zone that will include inflatables and other kid-friendly activities, suites, field boxes, and a club level. The stadium will also be available for private events. Mark stated that there are high expectations for the stadium, the Prince Charles, incoming hotel and activities (the City has rights to 15 events). That this will be more than just a baseball stadium, but downtown development. Lastly, Mark announced they will be hosting a brand launch event for the community at Festival Park. They will reveal the team name, logo, mascot and uniforms. It will be free to the public and if all goes well, will happen in September. Stephanie did ask how the development and building of the stadium going and Mark replied that everything is currently on schedule and the team would be ready for opening season 2019.

## **David Lane – General Manager of the Astro’s**

David spoke briefly on the details of the Founder’s Club Program; priority seating reservations when tickets become available, season ticket pricing locked in for first 2 seasons, name engraved on brick that will be located at front gate of the stadium, exclusive gift item and invite to an exclusive VIP “first look experience”. Total cost will be \$250 with 1,000 spaces available. He mentioned they were half way through filling the program.

## **Score Card**

- Stephanie Decatur reviewed the Sales Department Score Card.
- Jessica Bennett reviewed the Tourism Department Score Card.
- Melody Foote reviewed the Communications Department Score Card.
- Denise Comulada reviewed the Visitor Center Score Card.

## **Visitor Profile**

David reviewed the Visitor Profile.

## **Smith Travel Report**

Angie Brady reviewed the Smith Travel Report.

## **Estimated Economic Impact (EEI) and Contracted Revenue**

Stephanie reviewed the EEI and Contracted Revenue for pending, verbal definite and definite leads.

## **Tourism Report and New Products**

Angie reviewed the Tourism Report and New Products.

Angie stated that there wasn’t much to discuss at this time, the CVB was in the last days of the FY and that all projects were finished. The Tourism Department would be implementing the new POW. She reminded the group that if anyone needed any county maps, please see Betty/Denise and they would be more than happy to supply those.

Angie quickly reviewed the Content Marketing with 219 Group.

## **Communications Report**

David reviewed the Communications Report. He also reminded the group that the CVB website was live and asked for feedback. Those that have checked the site out, had no negative comments and said it was user friendly. Angie informed the group of the Freedom Dream Team page, and that everyone needed to check it out and like the page. Jenny also did a quick shout-out to TownePlace Suites; a writer came in and stayed at the property, was very impressed and wrote an entire blog, dedicated to just TownePlace.

## **Visitors Center Report**

Denise reviewed the Visitors Center Report. Denise also reminded the group that Robert Skipper goes out once a month to the local attractions and hotels. He has visitor guides on hand, so please take advantage of his visits if your location needs any.

## **Group Information Sharing**

Stephanie asked the group if they have anything to share.

**Next Meeting** – July 26, 2018; 2<sup>nd</sup> Floor CVB Conference Room

**Meeting Adjourned**