



**Advisory Board Meeting**

Thursday, January 28, 2016

9:00 am

**Members Present:** Mark Santiago – NM Farm & Ranch Heritage Museum  
Mike Beckett – COAS Bookstore  
Shannon Vallez Duffy – Heritage Hotels and Resorts  
Ana Berrum – TownPlace Suites Marriot

**Members Absent:** Vince Vaccaro – Lorenzo's Restaurant

**Others Present:** Philip J. San Filippo, Jennifer Bales, Chris Favire (CVB), Veronica Quezada (CVB).

**I. CALL TO ORDER – Chairman Santiago** – The meeting was called to order at 9:05 a.m.

**II. REVIEW AND APPROVAL OF MINUTES FROM October 29, 2015** –Mr. Santiago requested a motion to approve the minutes from the October 29<sup>th</sup> Advisory Board Meeting. Ms. Duffy made the motion to approve the minutes. Ms. Berrum seconded the motion. All members were in favor. Passed 4-0.

**III. PRESENTATIONS AND REPORTS**

**Executive Directors Report – Phil San Filippo** – We now have a new Board Member, Ms. Ana Berrum. Ms. Berrum is in charge of the TownPlace Suites Marriot

Hotel, we welcome her to the Board. The Convention and Visitors Bureau is now fully staffed. Veronica Quezada has joined the team as the new Administrative Assistant along with Liz Vega the Sales and Services Coordinator.

The Board has been invited to attend Bri Bagwell's video premiere that will occur on Tuesday, February 2, 2016 at the Farm and Ranch Museum from 5:30pm to 7:30pm. The video turned out extremely well and will be available on iTunes immediately following the premiere. Karla Walton our Communication Specialist along with the Public Information Office with the City have done an outstanding job on the video in putting it all together. The current arrangements on using this video is strictly between Bri and Visit Las Cruces. Members from Friends of Las Cruces will be receiving their nonprofit status of 501 3c and use this as a tourism marketing tool. Mr. Beckett asked if other user groups would like to use the video will there be fees involved. Phil stated there will be charges but the video will be used for professional purposes to protect the integrity.

An event planning workshop is being conducted on February 18, 2016 from 1:30pm – 4:00pm at the Convention Center. Our staff will be hosting as this will help organizations conduct a successful event, from budget, advertising, sponsors, licensing and logistics. There is no fee to attend but an RSVP is required.

The Country Music Festival lineup has been announced. There will be two local stages. Josh Grider will perform Friday night and we will not be announcing this until February 14<sup>th</sup> due to his performance at the Rio Grande Theater. Friday will be Aaron Watson, Lee Ann Womack and The Nitty Gritty Dirt Band. Saturday will be Rick Trevino, Cam and David Nail. The south stage will be local talent to include Bri Bagwell.

The governor's conference will be conducted on May 16<sup>th</sup> through May 18<sup>th</sup>. Have two guest speakers that will be touching on the customer experience. First gentleman Peter Avis owns the Virgin restaurant called Babylon in London. And

the second speaker is Scott Cassidy who has many years in radio and is now corporate manager for Disney and the Epcot Center. The conference will have its first ever Pub Crawl and a trophy will be given for the golden solo cup award.

The status currently with the Convention Center is no papers have been signed for the add on due to it going to the Board of Regions in the next few months should hear a status.

#### **Sales Report – Jennifer Bales -**

- Will be announcing the New Mexico Hospitality Trends Conference that will be conducted on February 8<sup>th</sup>, Board Members are invited to attend.
- Will be attending the Destination Marketing Association International Conference in Washington DC, this will make the only person in the state with a credited license.
- Will be bringing in the Arizona MPI, they have never traveled outside of Arizona this will be the first time that they will be here in Las Cruces. Want to make this a great event, this will occur in August/September close to 150 members will be in attendance.
- Jehovah Witness Convention will be at the Pan Am. Huge event brings in close to 6,000 in attendance.
- Ed will be bringing in a few sporting events June/July. Baseball and Softball tournament events.

December's occupancy numbers were 59.7% which were up 7.2%. Overall year to date were at 59.7% which was up almost 2.75%. The ADR is at 70% which is up over 3.3%. Year to date is 72.52% almost 2% and a half percent. Big help has been that per diem has gone up. Struggled hard to get the average daily rate up to stay at a consistent rate.

**A. Media Report – Chris Faivre** – No anomalies for this cycle. The bounce rate for the website is down 20%, which can be misleading on how patrons are using the website. Have 37-49 phone usage views. Big Couch Media put media plan together, has great content have been working on it for the past 3 weeks and have done a great job so far. Will be re-launching Find Your Reason campaign in early March after the Country Music Festival. Lip Sync contest is underway, patrons can submit a 15-20 second video lip syncing to one of the artist videos, winner will receive VIP package. Will be filming a video with the Las Cruces Fire Department to the artist Cam's song Burning House to promote. The Visitors Guide undergoing some changes in management with the Las Cruces Sun News. Some projects are on hold. Received lots of good reviews of the Chili Drop, was announced on USA Today and CNN good PR Event.

#### **IV. NEW BUSINESS**

Phil stated schedule for new home is still being discussed. There will be a February 8<sup>th</sup> TIDD meeting to proceed and further plans for our new home. Also wanted to mention to the City is having discussions of installing a sound stage. Location and all the staffing needs for this is still up for discussion as there is a lot to the process.

Ms. Duffy asked about the Convention Center Expansion. Phil stated they have a guaranteed 3-4 million out to bid but has now stalled with the addition of the sound stage. Phil will keep the board posted on this discussion.

#### **V. ADJOURNMENT**

Meeting adjourned at 10:18 am.

Approved on: Mark Santiago

Mark Santiago; Chair, Las Cruces Convention & Visitors Bureau Advisory Board