Advisory Board Meeting

Thursday, February 25, 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
Vince Vaccaro – Lorenzo's Restaurant

Others Present: Philip J. San Filippo, Jennifer Bales, Chris Favire (CVB), Rebecca Bolton, (Convention Center), and Veronica Quezada (CVB).

I. **CALL TO ORDER – Chairman Santiago** – The meeting was called to order at 9:02 a.m.

II. **REVIEW AND APPROVAL OF MINUTES FROM January 28, 2016** –Mr. Santiago requested a motion to approve the minutes from the January 28th Advisory Board Meeting. Mr. Vaccaro made the motion to approve the minutes and Ms. Berrun seconded the motion. All members were in favor. Passed 5-0.

III. **PRESENTATIONS AND REPORTS**

Executive Directors Report – Phil San Filippo – Monday was the Tax Increment Development District (TIDD) meeting, City Council has approved for the City Manager to move forward with the Amador project, which will knock down the

current My Brothers Place and this will become the new Convention and Visitors Bureau. Our current lease ends in February and the new facility will not be ready till June, we will be looking into paying month to month until the building is complete, if this is not possibly some options that we can look into are using the old Municipal Court building, museums, or using City Hall for a few months until it is complete.

There will be a meeting on March 4th on the Convention Center Hotel with the board of regions which will begin negotiations. A meeting was held on the expansion and the issue of the sound stage is still being discussed, an RFP has been put out and we will await the outcome, will inform the Board once information becomes available.

A few changes have occurred at City Hall, Mark Winson who was the Assistant City Manager/CAO has submitted his resignation, David Dollahon who has been the Director of Community and Cultural Services has been promoted to Assistant City Manager, Chief Administration Officer in place of Mr. Winson and City Manager Robert Garza will be leaving in May.

Sales Report – Jennifer Bales -

January's occupancy numbers were 52.2% which were up 8%. ADR is at 69.84% which is up over 3.4%. RevPAR is 36.43% which is up 4.2%. Year to date is 52.2% almost 8 and a half percent. For the year compared to last year seen an increase as this used to be a slow time and now mostly all hotels are busy. Comfort Suites is currently open however, they are not running per diem at the correct rate. Per Diem is at $94 now and this rate renews every 6 months, if everyone is not following the rate it can drop and this will affect every hotel and their rates. Our trend for tourism seems to be coming back. Pope visit did not do well, possibly due to the news promotions that were mentioned. El Paso did not sell out and didn't see a different in Las Cruces. Letter to the Governor has been given to the Board to sign. A legislation is out that would potentially change the statues for municipalities to dip into the lodgers tax. Phil stated that the state is

looking for monies and if they look into lodger's tax they will take the funding we already receive which can be a concern for the future monies we currently have.

A. **Media Report – Chris Faivre** – Have seen numbers drop in the monthly web stats that show the percentage of people who view only a certain page and then leave the website which means they are finding information they need or realize they are on the wrong page. Have noticed that there are lots of views for the website from Paradise, NV and can't seem to figure out why from this area. Contract for the visitors guide with the Sun News has been renewed. Have started a Lip Sync video for the Country Music Festival, contestants will be able to submit videos and lip sync songs from this year's Country Music Festival entertainers. There will be weekly prizes and ultimately a grand a prize winner.

B. **Convention Center – Rebecca Bolton –** Have a few shows coming up this week including quilt show and banquets in between. Art Fair will be coming up in March. A total of 63,000 people came through in January. The Hotel Restaurant Tourism Management Job Fair is today. The Outdoor Expo was good changed a few things up and received new vendors added more interactive components. June 5, 2016 will be doing a self-promoted show around babies, called bumps, babies and beyond. Wedding expo was the second highest revenue since it has been running for the past six years.

IV. NEW BUSINESS

Phil stated that Mark Santiago and Mike Beckett's terms are over and they are not able to run for additional terms. We will be changing leaderships for this year and these positons need to be filled. Mark has considered hospitality related but not hotel. Mike has suggested Craig from the Farm and Ranch Museum.

V. ADJOURNMENT

Meeting adjourned at 9:58 am.

Approved on: Mark Santiago

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