



Advisory Board Meeting

Thursday, April 21, 2016

9:00 am

Members Present: Craig Massey – NM Farm & Ranch Heritage Museum
Debra Marks – Las Cruces Symphony Association
Shannon Vallez Duffy – Heritage Hotels and Resorts
Vince Vaccaro – Lorenzo's Restaurant
Ana Berrum – TownPlace Suites Marriot

Others Present: Philip J. San Filippo, Jennifer Bales, Chris Favire (CVB), 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 March 31, 2016 –Ms. Duffy
requested motioned to approve the minutes from the March 31st Advisory
Board Meeting. Mr. Vaccaro seconded the motion. All members were in
favor. Passed 5-0.

III. PRESENTATIONS AND REPORTS

Executive Directors Report – Phil San Filippo – Dr. Carruthers at NMSU
announced a new hotel coming that will be next to the Convention Center. It will be
a Marriot Hotel. Break out space will be utilized at the Convention Center as there
will be some meeting space but not as expected for the new hotel. Film Las
Cruces is looking for a home as well and with this expansion and the Convention

Center expansion, we will need to look into ways to make this adaptable for all that will be utilizing this facility. The expansion will be more competitive with a Heritage Garden. This will involve a full vineyard and a Pub, gives a competitive advantage.

Plans to building the Convention and Visitors Bureau new office will be voted upon on Monday's City Council meeting. With this approval the current *My Brothers Place* Restaurant will be knocked down and a new building will be built that will have a restaurant, pub, office space and open courtyard area that would be able to hold 500-1000 people. Rooftop dining will be an option and will give this area a good feel to the downtown area. Current lease on this building we are in now will go on a month to month at a premium price.

As of today we are sold out of VIP tickets for Country Music Festival, and by today or tomorrow will surpass ticket sales from last year's sales. Sponsors are up by 20% and vendors by 25%. All board members are invited to attend the VIP party that will be held on Thursday from 6pm-8pm at Hotel Encanto. Two weeks after the Country Music Festival we will be hosting a Borderplex Tourism Convention meeting will occur next Thursday and the following week will be the Governor's Conference if any members are willing to attend. Also Barbara Hubbard will be honored on Tuesday receiving an award to be part of the Tourism Hall of Fame of New Mexico.

Sales Report – Jennifer Bales -

March occupancy 63.52% down .6%. ADR 76.48% up 3.36% RevPAR 48.58% which was up 2.75%. Rocky Mountain reports are a better reporting system are similar to the Star reports.

For conventions we are working on brining United Methodist next year. If we do not get this, it will be another five years till they come back around. The Burrell College of Osteopathic Medicine is a huge event and if we receive this one will continue to bring in more. Sports events will be brining in two events as well, April and September.

- A. Media Report – Chris Faivre –** Monthly report was explained to new members on what the report shows and the numbers of website traffic and comparisons.

This month's report didn't show to many areas of attention. Has been consistent with last year's report. Motiv8 Marketing and Big Couch Media are two of the media groups we work with on advertising and marketing not only for the Country Music Festival, but also the advertising that the CVB works on throughout the rest of the year.

NEW BUSINESS

Nominations were open on the floor for Chair and Vice Chair.

Ms. Berrum nominated Ms. Duffy as the Chair person for the Board. Mr. Vaccaro seconded. Motioned passed 5-0.

Ms. Duffy motioned for nominations for vice-chair.

Ms. Duffy nominated Ms. Berrum. Mr. Vaccaro seconded. Motion passed 5-0.

V. ADJOURNMENT

Meeting adjourned at 9:52 am.

Approved on: _____

Shannon Duffy; Chair, Las Cruces Convention & Visitors Bureau Advisory Board