



Advisory Board Meeting

Thursday, May 26, 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), Rebecca Bolton (Convention Center) and Elizabeth Vega (CVB).

I. CALL TO ORDER – Chairman Santiago – The meeting was called to order at 9:00 a.m.

II. REVIEW AND APPROVAL OF MINUTES FROM April 21, 2016 –Ms. Duffy requested motioned to approve the minutes from the April 21st Advisory Board Meeting. Ms. Berrum seconded the motion. All members were in favor. Passed 5-0.

III. PRESENTATIONS AND REPORTS

Executive Directors Report – Jennifer Bales/Phil San Filippo – Phil stated that there are several changes in the City and positons are currently in the process of being filled. Jennifer Bales is the new acting Executive Director for the Convention and Visitors Bureau, Rochelle Miller-Hernandez is the acting Director of Sales and Phil is now the acting Director for Community and Cultural Services. To include the

City Manager position will be interim as well until a possible candidate is chosen. Things will not change with the Advisory Board and things will continue to run smoothly. Jennifer stated that the Governor's Conference went really well and had great attendance for the sessions throughout the day. The Pub Crawl was the first time at the Governor's Conference and had a great attendance and everyone seemed to enjoy it. Arrival to Departure (A2D) training is being put on by the New Mexico Hospitality Association and we will be participating in this training, lots of time and effort will be put into this to be successful. Training will begin in September for the first go round. Board will not meet again until August.

Sales Report – Jennifer Bales -

April occupancy 60.09% down 4.9%. ADR 73.71% up 1.8% RevPAR 44.89% which was up 6.8%.

- A. Media Report – Chris Faivre** – Chris gave the information on the wrap up with Country Music Festival. Total attendance from Thursday night through Sunday morning was 9,100 which was up about 1,000 from last year. Overall ticket revenue was up 24% and a 13% increase in ticket sales. Working with Big Couch Marketing group we increased the social media presence at the Festival which helped tremendously with the event. Additionally, Big Couch is conducting an audit on our website and they will be looking at the front end and back end to let us know how we can make improvements on the mobile experience. Working on visitor guides and creating packages for hotels when they book to have visitor information in them.

NEW BUSINESS

Phil mentioned on the customer service experience training he would like to see this be more active with in the City. Currently the City of Las Cruces does not have a customer service policy. Phil is drafting a customer service policy essentially for the museums, library and senior programming under Community and Cultural Services.

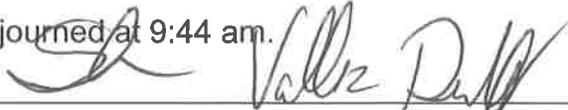
Rebecca Bolton handed out information on the events for the past month and how much traffic is in and out of the Convention Center. Currently they have an

opening for an Accounting Manager and will be looking to fill that position.
Convention Center expansion will have a huge effect on the other hotels in the
area.

V. ADJOURNMENT

Meeting adjourned at 9:44 am.

Approved on: _____

A handwritten signature in black ink, appearing to read 'Shannon Duffy', is written over a horizontal line.

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