



Advisory Board Meeting

Thursday, August 25, 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 Berrun – Townplace Suites Marriot

Others Present: Philip J. San Filippo, Chris Faivre (CVB), and Veronica Quezada (CVB).

I. CALL TO ORDER – Chairperson Duffy – The meeting was called to order at 9:02 a.m.

II. REVIEW AND APPROVAL OF MINUTES FROM May 25, 2016 –Ms. Duffy requested motioned to approve the minutes from the May 25th Advisory Board Meeting. Mr. Vaccaro moved to approve the motion. Ms. Berrun seconded. All members were in favor. Passed 5-0.

III. PRESENTATIONS AND REPORTS

Executive Directors Report – Phil San Filippo – Phil mentioned that he is officially back from his interim position of Community and Cultural Services Director. Phil, Jen and Chris attended a meeting with the Convention and Visitors Bureau of El Paso to discuss upcoming events and promotions. They are a great group of people to work with and we are establishing a working relationship them to promote our region.

The New Mexico Hospitality Association is working towards closing the loop holes on lodger's tax which means Bed and Breakfast and Air B & B's will have to charge the same taxes as other properties. Currently, many of these properties are not paying sales or lodgers taxes.

The demolition of My Brothers Place has begun. We will begin to show pictures on our website of the building of the structure as it begins to develop. The Amador Hotel will be taken over by the CVB after the construction is completed. We will rent out the space and manage its usage.

The RFP for the Convention Center expansion is underway. Jen and Phil will be on the committee once it begins to assist with design and construction. We will be pushing to increase outdoor space and breakout rooms.

It is estimated that we are approximately six months before the convention center hotel will be started. Permitting and discussions between the developer and the City are currently underway.

Saturday night the Mexican Consulate is hosting Quarto Para Tango which is a non-traditional tango show. After the show there will be a reception at Pisano's.

On September 19th there will be a meeting to discuss the area's preparedness for Virgin Galactic's first flight. Members of the Albuquerque and Las Cruces business communities will meet to discuss what remains to be done.

Sales Report – Phil San Filippo - July's occupancy slightly down from 63.8% this year while last year we were at 64.7%. ADR up 3% went from 72.73% to 74.90%. RevPar went from 47.06 to 47.81. June's occupancy is 63.2% this year and 62% last year. ADR was 74.38 as compared to 71.38.

The customer service training is still scheduled to launch later this fall. We have been working on this with the company in Tucson and have some videos to work on to finalize it.

A. Media Report – Chris Faivre – Page views percentages were up. We are receiving a more targeted audience from where we have been. Bounce rate has dropped which means people have found what they are looking for and then have continued on the website. We are working with a new content company and we will be going live with a new website this fall that will be more user friendly. A

hand-out was given on content marketing of social media and how it circles back to our website.

Currently working on Monuments to Main Street, group approached us and they wanted to pick September month for outdoor recreation activities mostly showcasing the Organ Mountain Monument and we have advertised for that. We have been doing digital campaigns using goggle add words and digital adds to market.

NEW BUSINESS

Shannon stated that the Arizona Meeting Planners International will be here this week and they will be all over Las Cruces this will be the first time they have come from Arizona to have their educational meeting here. Visit Las Cruces has been involved and they will welcome them on all the places they will be visiting.

Tourism Sponsorship

By resolution of the City Council applicants have submitted packets for Tourism sponsorship. First one is the Las Cruces International Film Festival, the second is the Renaissance Fair, and the third one is NMSU six-man Basketball. These have all been reviewed and staff is recommending funding for the Las Cruces International Film Festival. NMSU did not meet the criteria of tourism sponsorship and it was decided that DAAC already receives substantial funds from the City.

The International Film Festival was recommended for funding since it was a huge success last year and show tremendous promise. Board reviewed applications. Mr. Vaccaro made a motion to move to approve the Las Cruces International Film Festival Application. Mr. Massey seconded. Passed 5-0

V. ADJOURNMENT

Meeting adjourned at 10:17 am.

Approved on: _____

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