



Advisory Board Meeting

Thursday, September 28, 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), Jennifer Bales (CVB)
and Veronica Quezada (CVB).

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

II. REVIEW AND APPROVAL OF MINUTES FROM August 25, 2016 –Ms. Duffy requested motioned to approve the minutes from the August 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 – This weekend is the Salsa Fest presenting two bands Caliente and Nosotros, this will be held at the Plaza downtown. October 9-13 Jennifer and myself will be going to Nashville to attend the International Buyers Association Meeting and keeping up with Barbara Hubbard. Attended Focus Groups in Albuquerque recently there were two groups

some that have been to Las Cruces and others that have never been to Las Cruces. Interesting things that came out of these groups will have this information soon and will give the full report at next month's meeting. Attended the National Hospitality Association board meeting, they will be lobbying and will attempt to close the loop hole on lodger's tax so smaller properties must pay the same as larger properties. Arrival to Departure trainings have been set up and have five cities that are ready to begin. Esperanza Azteca orchestra will perform on October 23, at 2:30pm at the Plaza Downtown. End of October will be announcing most the lineup for Country Music Festival board will be invited.

Sales Report – Jennifer Bales - Occupancy for August was 55% which was down 7.2% from August of last year. There are a few new properties but this is a big dip. City is trying to get a way to pay online for lodger's tax instead of sending in a check, also will be considering how its tracked of what it was each month for more accurate numbers. ADR is 74.25 which is up 2.5%.

Spaceport America is planning a few events and will be coming up with a 200-mile relay race. A Drone Summit and Space Cup is pending and see if we can get them to come to Las Cruces. Liz and Albert did a good job on the Arizona Meeting Planners International that was here last week everyone raved about the places they attended. Ed is currently at TEAMS for sports. Arrival to departure is almost complete having final videos and they will update and do a quick run through before it is sent out, then will designate who will train the trainers. New Mexico Hospitality Association inquired on the presence on trade shows will be considering a handful of the region to go together to share itineraries for IPW.

A. Media Report – Chris Faivre – There were a few things different on the report for the month. Ran a report from July 1 through end of August almost 100% in page views was higher, 75% in sessions is also up and bounce rate is down, driving a lot of traffic onto our website. Annual events page is mostly visited.

NEW BUSINESS

Debra wanted to thank Jennifer, Chris and Phil with the Pops Under the Stars Event, went very well and the reach of advertisement with Big Couch was a big

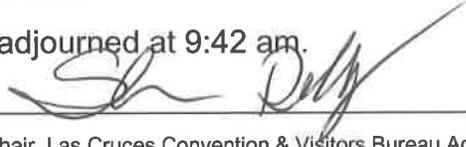
step for the event.

Shannon mentioned that Belia Alvarez is the regional General Manager for Hilton Garden Inn for Hotel Encanto, the gentleman that was in this position will be leaving to Albuquerque.

V. ADJOURNMENT

Meeting adjourned at 9:42 am.

Approved on: _____

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

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