

**Convention and Visitors Bureau Committee
Minutes from Monday, October 2, 2019
City Council Chambers**

Present: Jim Depauw, Kristy Tyra, Gloria Pierce, Debbie Wegman
Staff: Hayley Herrera, Joann Olvera, Manny Negron, Don Moore
Guests: Lindsey Pinkerton, Christy Broman, Elissa Bancroft, Louann Sullivan, Danielle Ramirez, Anna Garcia

Debbie Wegman called the meeting to order at 4:32 p.m.

Approval of Minutes

The minutes from the September 4, 2019 meeting were reviewed. Motion was made by Kristy Tyra to approve the minutes as written. Motion was seconded by Gloria Pierce and passed unanimously.

Follow Up Reports

- a. Big Spring Rodeo- A representative was not present, but Manny Negron answered questions about the follow up report. The event had a total of 177 hotel rooms and a profit of \$13,879.53.
- b. Funtastic Fourth- Louann Sullivan and Christy Broman were present to answer any questions about the follow report. The event had 285 hotel rooms and a profit of \$294.39.

Review of Event Funding Report

The event funding balance was provided to committee members.

Event Funding Applications

- a. Cowboys and Heels Trade Show- Danielle Ramirez was present to answer any questions about the funding request. Events will be held on the following dates: November 9-10, 2019; December 7, 2019 and March 07-08, 2020 at different locations in Big Spring. She is requesting \$17,625.00. The staff recommendation for these events is \$7,000.00. Kristy Tyra mad a motion to approve the staff recommendation. The motion was seconded by Jim DePauw and passed unanimously.
- b. A Joyful Season- Lindsey Pinkerton and Elissa Bancroft were present to answer any questions about the funding request. Events will be held on the following dates: October 19-20, 2019 and April 25-26,2020 at Howard College. They are requesting \$6,000.00. The staff recommendation for these events is \$2,500.00. Kristy Tyra made a motion to approve the staff recommendation. The motion was seconded by Jim DePauw and passed unanimously.

Financials

The financial report for September 2019 was provided to the committee. Hotel tax revenue report and comparison report of local hotels were provided.

Tourism Coordinator Report

Manny Negrón updated the committee with updates on advertising and information on the new hotel, Comfort Inn. Threshold 360 was in town making their videos on local businesses and attractions to update our visitbigspring website that will have interactive maps.

Community Services Director Report

Hayley Herrera informed the committee of a \$45,000 contribution that is being given to Keep Big Spring Beautiful for a sign to be placed on the West side entrance of Big Spring on Interstate 20.

Members' Comments

N/A

Meeting was adjourned at 4:57 p.m.

Debbie Wegman

Date