

**STATE OF TEXAS  
COUNTY OF BURNET  
CITY OF MARBLE FALLS**

**On this the 17<sup>th</sup> day of November, 2016 the Hotel Occupancy Tax Committee convened at 1:30 pm at the regular meeting place in City Hall, with notice of meeting giving time, place, date, and subject having been posted as described in Chapter 551 of the Texas Government Code.**

**PRESENT: Mike Hodge (City Manager/Chair), Ryan Nash (Secretary) and Committee Members Patti Zinsmeyer, Darlene Oostermeyer, Dave Rhodes, and Christian Fletcher**

**ABSENT: Committee Member Linda Sullivan**

**STAFF: Caleb Kraenzel (Assistance City Manager), Margie Cardenas (Finance Director), Lisa Ward (Administrative Assistant), Midge Dockery (EDC Business Development Coordinator),**

**VISITORS: Amber Weems (Victory Publishing), Erin Burks (Marble Falls/Lake LBJ Chamber of Commerce), Zach Thorne (Door No. 3)**

- 1. Call to Order.** The meeting was called to order at 1:30 pm.
- 2. Presentation of 2016/2017 Marketing Plan.** Zach Thorne (Door No. 3) presented an update regarding the Door No. 3 Marketing Plan for the City of Marble Falls.
- 3. Discussion regarding HOT funding formula and marketing program.** After some discussion, it was agreed that a sub-committee consisting of Committee Members Rhodes, Fletcher and Zinsmeyer would convene in order to analyze the marketing plan and to prepare a status report for submission to the HOT Committee within 3-4 months.
- 4. Discussion and Action regarding funding request from Victory Publishing.** Chair Hodge opened the discussion regarding Victory Publishing's request for funding and possible funding from reserves rather than event funds. Committee Member Fletcher agreed that the monies should not be drawn against the event fund. Committee Member Nash recounted that Council requested additional information prior to funding the request.

Committee Member Rhodes made a motion to approve the Victory Publishing Contract as stated with all future requests of Victory Publishing to be considered as part of the overall marketing strategy and allocated funding for that line item. The motion also recommended that the City Council should be responsible for assessing the accountability component of the marketing plan submitted by Victory Publishing. Committee Member Fletcher seconded the motion. The motion carried by a unanimous vote (6-0).

5. **Adjournment.** The meeting was adjourned at 3:23 pm.

  
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Mike Hodge, Chair

ATTEST:  
  
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Ryan Nash, Secretary