STATE OF TEXAS
COUNTY OF BURNET
CITY OF MARBLE FALLS

On this the 28th day of June, 2016 the Hotel Occupancy Tax Committee convened at noon 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, Linda Sullivan, Dave Rhodes, Patti Zinsmeyer and Christian Fletcher

ABSENT: Secretary Ryan Nash and Committee Members Brenda Morris and David Rhodes

STAFF: Caleb Kraenzel (Assistant City Manager), Christina McDonald (City Secretary), Margie Cardenas (Finance Director), Lisa Ward (Administrative Assistant), Midge Dockery (EDC Business Development Coordinator), Robert Moss (Parks and Recreation Director)

VISITORS: Jared Fields and Amber Weems (Victory Publishing), Dr. and Carrie Kinnison (Highland Lakes CASI Chili Pod), Caryl Calsyn and Dr. Jane Knapik (Friends on the Colorado Museum), Carolyn Bates, Rachel Schmidt, Bill and Janie Rives, Betsy Walker and Marta Stafford (Highland Lakes Creative Arts), Brad Quinn (Traverse Trail Running), Shannon Heep (NASDA and Customized Solutions), John Arthur Martinez and Bob Linder (Fiesta Jam)

1. **Call to Order.** The meeting was called to order at 12:05 pm.

2. **Review of Chapter 2, Article V., Division 5. Hotel Motel Tax Advisory Committee of the Code of Ordinances and committee procedure.** Mike Hodge, City Manager reviewed the ordinance with the committee and discussed omitting quarterly meetings and the movement to two bi-annual meetings with the option of additional meetings as needed. Mr. Hodge also discussed observing the regulation of committee members residing outside the city limits serving as nonvoting members as outlined in the ordinance.

3. **Update on the Hotel Occupancy Tax Budget.** Marge Cardenas, Director of Finance presented the status of the budget for FY 2015/2016, the proposed budget for FY 2016/2017 and noted current HOT receipts dating April 2014 through April 2015 being up over 10%.

4. **Update on Wayfinding.** Robert Moss, Parks and Recreation Director presented a wayfinding update on Phases 1-3. Mr. Moss noted that Phase 3 includes panel replacement, pedestrian directional, vehicle directional, Lakeside Pavilion Signage and an additional kiosk downtown. Funding request for wayfinding signs was $55,000.

5. **Presentations by organizations who have submitted applications for request for funds for the FY 2016/2017 Hotel Occupancy Tax Budget.** The following individuals presented their requests for funding in the following amounts:

Carrie Kinnison (Highland Lakes CASI Chili Pod) - $2,000
Bill Rives and Carolyn Bates (Sculpture on Main and Paint the Town) - $9,500 and $7,600 respectively.
Caryl Calsyn (Falls on the Colorado Museum) for renovation of interior hallway - $11,500
Friends of Balcones Canyonlands – No representative present.
Highland Arts Guild – No representative present.
Brad Quinn (Traverse Trail Running) - $7,500
John Arthur Martinez (Fiesta Jam) - $12,000
Julia Adams and Patti Zinsmeyer requested funds in the amount of $20,000 for refurbishment of the Walkway of Lights.
Jared Fields and Amber Weems (Victory Publishing) - $21,205
Shannon Heep (NASDA) - $10,000
Shannon Heep (Customized Solutions) - $45,000

Future agenda items may include advertising and marketing strategies. Mr. Rhodes suggested a joint workshop with the City Council. Consideration of an evaluation system and percentage for allocation was discussed in addition to a request for more analytical dated from Victory Publishing.

6. **Discussion and Action on recommendations for application funding for the FY 2016/2017 Hotel Occupancy Tax Budget.** The Committee recommended funding as follows:

Highland Lakes Chili Pod - $1,000
Highland Lakes Creative Arts - $7, 500 Paint the Town and $5,000 Sculpture on Main
Falls on the Colorado Museum - $5,000
Highland Arts Guild - $1,500
Traverse Trail Running - $2,500
Fiesta Jam - $6,000
Victory Publishing - $20,000
NASDA - $5,000

City Manager Hodge suggested that the Chamber request fund for the Walkway of Lights event from the capital side in the amount of $12,500. Mr. Fletcher raised the discussion of splitting Wayfinding funding between the Capital Improvement Fund and HOT funds. Mr. Fletcher mad a motion to expend capital funds for Walkway of Lights and Wayfinding signs. Secretary Nash seconded the motion. The motion carried by a vote of 5-0.

7. **Adjournment.** The meeting was adjourned at 2:35 pm.

Mike Hodge, Chair

ATTEST:

Ryan Nash, Secretary