

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

On this the 16th day of January 2020 the Hotel Motel Tax Advisory Committee met 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 (Chair), Dave Rhodes (Secretary), Christian Fletcher, Russell Buster and Darlene Oostermeyer (Committee Members) and Jarrod Metzger (Non-Voting Committee Member)

ABSENT: None

STAFF: Caleb Kraenzel (Assistant City Manager), Baron Sauls (Director of Finance), Christina McDonald (City Secretary), Lisa Ward (Executive Assistant), and Erin Burks (Downtown Coordinator)

VISITORS: Joe Don Dockery (Marble Falls Rodeo Association), John Ward (Texas Tournament Zone), Shannon Heep, Stephanie Stiles, Dorothy Owen, Rose Owen, Paul and Claudene Wells and Robert and Alice Hotchkins (Adult Soapbox Derby Association), Alex Copeland (Daily Trib)

- 1. Call to Order.** Chair Hodge called the meeting to order at 12:01 pm.
- 2. Update by the Marble Falls Convention and Visitors Bureau.** Jarrod Metzger (Marble Falls/Lake LBJ Chamber of Commerce) notified the committee of the resignation of the Director of Marketing and Tourism.
- 3. Update on the Hotel Occupancy Tax Budget.** Baron Sauls, Director of Finance presented the status of the HOT budget and received questions from the Committee.
- 4. Presentations by organizations who have submitted applications for requests for funding from the City of Marble Falls FY 2019/2020 Hotel Occupancy Tax Budget.** Joe Don Dockery presented the request by the Marble Falls Rodeo Association. John Ward presentation the request for Texas Tournament Zone. Shannon Heep presented her request for the NASDA funding. Ms. Heep introduced those in attendance in support of the derby event.

1:39 pm Committee recessed

1:44 pm Committee reconvened

- 5. Discussion and Action on recommendations to the City Council for applicant funding for the FY 2019/2020 Hotel Occupancy Tax Budget.** Committee Member Buster made a motion to recommend funding as a capital expenditure to be paid from reserves in the amount of \$20,000 for the Marble Falls Rodeo Association, \$2,500 for Texas Tournament Zone from local

assistance and \$10,000 for NASDA, also from local assistance. Committee Member Oostermeyer seconded the motion. The motion carried by a vote of 5-0.

6. **Discussion regarding Marketing Program.** Hillary Robinson (LookThinkMake) presented an update on the marketing program.
7. **Other Business.** No other business was discussed.
8. **Adjournment.** There being no further business to discuss, the meeting was adjourned at 2:04 pm.



Mike Hodge, Chair

ATTEST: 

Dave Rhodes, Secretary