

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

On this the 7th day of February 2019 the Hotel Motel Tax Advisory Committee at 12:00 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), and Committee Members Jeanne Emerson, Russell Buster, Jarrod Metzgar and Christian Fletcher.

ABSENT: Dave Rhodes (Secretary) and Darlene Oostermeyer

STAFF: Caleb Kraenzel (Assistant City Manager), Margie Cardenas (Finance Director), Lisa Ward (Executive Assistant), Midge Dockery (EDC Business Development Coordinator), Erin Burks (Downtown Coordinator)

VISITORS: Jared Fields (Daily Trib)

- 1. Call to Order.** Chair Hodge called the meeting to order at 12:10 pm.
- 2. Update on Parks Phase 1A, TIRZ and Downtown projects.** Assistant City Manager Caleb Kraenzel presented the updates to the committee. Member Oostermeyer requested an item on the agenda to discuss wayfinding signage for the Falls on the Colorado Museum.
- 3. Discussion and Action regarding a request from TBF/SAF High School Fishing for funding from the City of Marble Falls FY 2018/2019 Hotel Occupancy Tax Budget.** The committee reviewed the application request for funding. No representative was present on behalf of the TBF/SAF High School Fishing event. Committee member Oostermeyer made a motion to decline the funding request for the 2019 application, but to reach out to the organization and encourage them to apply next year when lake conditions improve. Member Metzgar seconded the motion. The motion carried by a vote of 5-0.
- 4. Discussion and Action regarding a request for funding from the City of Marble Falls FY 2018/2019 Hotel Occupancy Tax Budget for Freenotes Harmony Park.** Erin Burks, Downtown Coordinator presented the request for funding for the project. The committee reviewed information from Finance Director Cardenas regarding the existing and project Hotel Motel Occupancy Tax Fund. Member Oostermeyer moved to support the Freenotes Harmony Park in an amount not to exceed \$20m000. Chair Hodge seconded the motion. The motion carried by a unanimous vote (5-0).
- 5. Discussion and Action regrading tourism marketing scope of work and contract submitted by LookThinkMake.** Chair Hodge and Downtown Coordinator Burks presented the scope of work for the tourism marketing campaign. Member Buster made a motion

to approve the scope of work and contract submitted by LookThinkMake for recommendation to Council in the amount of \$297,897.35. Member Oostermeyer seconded the motion which carried by a vote of 5-0.

6. **Other Business.** There was no other business

7. **Adjournment.** There being no further business to discuss, the meeting was adjourned at 1:30 pm.

ATTEST:



Dave Rhodes, Secretary



Mike Hodge, Chair