

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

On this the 14th day of June 2018 the Hotel Motel Tax Advisory Committee convened 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 Darlene Oostermeyer, Patti Zinsmeyer, Jeanne Emerson, Russell Buster and Christian Fletcher.

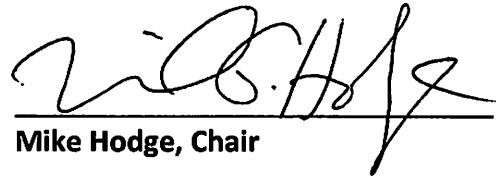
ABSENT: Dave Rhodes (Secretary)

STAFF: Margie Cardenas (Finance Director) and Lisa Ward (Executive Assistant)

VISITORS: Shannon Heep (Soap Box Derby), Bill and Janie Rives and Betsy Walker (Highland Creative Arts), Brandi Payne and Kalena Cotton (Marble Falls/Lake LBJ Chamber of Commerce), Norman Lucas (Lucas Beverage Group), Brad Quinn (Traverse Trail Running), Carrie Kinnison (CASI), and Erin Burks, (Marble Falls Convention and Visitors Bureau)

- 1. Call to Order.** The meeting was called to order by Chair Hodge at 12:01 pm.
- 2. Update on the Hotel Occupancy Tax budget.** Margie Cardenas, Finance Director provided an update on the current Hotel Occupancy Tax Budget and proposed budget for FY 18/19.
- 3. Presentations by organizations who have submitted applications for requests for funding from the City of Marble Falls for the FY 2018/2019 Hotel Occupancy Tax Budget.** Presentations were made by Shannon Heep (Soap Box Derby), Norman Lucas (Lucas Beverage Group), Betsy Walker (Highland Creative Arts), Brad Quinn (Traverse Trail Running), Erin Burk (Chamber of Commerce), and Carrie Kinnison (CASI).
- 4. Discussion and Action on recommendations to the City Council for applicant funding for the FY 2018/2019 Hotel Occupancy Tax Budget.** The committee made the following recommendations for the FY18/19 Budget
 - Bass Champs - \$1,000
 - CASI - \$1,000
 - Highland Arts Guild - \$1,000
 - Highland Creative Arts - \$30,000
 - Falls on the Colorado - \$10,000
 - Lucas Beverage Group - \$3,000
 - Marble Falls Lake LBJ Chamber – Slide the City - \$10,000

- Marble Falls Lake LBJ Chamber – Walkway of Lights request will be funded through the capital line item
 - NASDA - \$10,000
 - Traverse Trail Running - \$1,000
 - Twang Thang Music, LLC - \$8,000
5. **Discussion regarding Marketing Program.** The Committee discussed the status of the selected firm to conduct the marketing campaign and the process moving forward.
 6. **Other Business.** The Committee discussed the request from Committee Member Russell Buster to reformulate expenditures to allow more for the arts and his request for an update on the steam train project.
 7. **Adjournment.** There being no further business to discuss, the meeting was adjourned at 2:30 pm.



Mike Hodge, Chair

ATTEST:



Dave Rhodes, Secretary