

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

On this the 30th day of October 2018 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), Dave Rhodes (Secretary), and Committee Members Darlene Oostermeyer, Patti Zinsmeyer, Jeanne Emerson, Russell Buster and Christian Fletcher.

ABSENT: None

STAFF: Caleb Kraenzel (Assistant City Manager), Margie Cardenas (Finance Director), Lisa Ward (Executive Assistant)

VISITORS: Brian Booker (Texas Tournament Zone), Jodie Copley and Diana Penelas (Historic Main Street Alliance) and David Rodgers (Jolly Rodgers)

1. **Call to Order.** Chair Hodge called the meeting to order at noon.
2. **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.** Brian Booker (Texas Tournament Zone) presented their request for funding, followed by Jodie Copley of Indigo Sellers and Manager of the Downtown Historic Business Alliance. David Rodger (Jolly Rodgers) also presented a request for funding for Dive In Movies.
3. **Discussion and Action on recommendations to the City Council for applicant funding for the FY 2018/2019 Hotel Occupancy Tax Budget.** Secretary Rhodes made a motion to fund the request from Jolly Rodgers in the amount of \$6,276 in conjunction with the Marble Falls Economic Development Corporation (EDC) and contingent upon the EDC's approval to fund one half and ownership of equipment being that of the City of Marble Falls to be leased to Jolly Rodgers. The motion was seconded by Committee Member Oostermeyer and carried by a unanimous vote.

Secretary Rhodes made a motion to act favorably on the request from Texas Tournament Zone in the amount of \$2,500. The motion was seconded by Committee Member Oostermeyer and carried by a vote of 7-0.

A motion was made by the Committee to fund the request from the Historic Main Street Business Alliance in the amount of \$5,340 (50% of the requested amount) with the remainder of the request pending coordination of the Alliance compiling data in support of expenditures. The motion was seconded and carried by a unanimous vote of the Committee.

4. **Discussion regarding Marketing program.** Christian Fletcher presented the update on the Marketing Program and overview of the presentation created by LookThinkMake. There was some discussion regarding the budget and recommendation for additional marketing funding in the amount of \$144,000.
5. **Other Business.** The Committee discussed the Downtown Coordinator position. Mr. Rhodes requested discussion on the downtown garage at a future meeting. Ms. Oostermeyer stated that 125 visitors attended the unveiling of Rockie event at the Falls on the Colorado Museum.
6. **Adjournment.** There being no further business to discuss, the meeting was adjourned at 1:32 pm.

ATTEST:



Dave Rhodes, Secretary



Mike Hodge, Chair