

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

On this the 15th day of March, 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, and Committee Members Patti Zinsmeyer, Linda Sullivan, and Christian Fletcher

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

STAFF: Margie Cardenas, Finance Director, Lisa Ward, Administrative Assistant, Midge Dockery (EDC Business Development Coordinator)

VISITORS: Jared Fields, Donna Klaeger (Marketing Director Victory Publishing and HighlandLakes101.com)

- 1. Call to Order.** The meeting was called to order by Chair Hodge at 12:04 pm.
- 2. Review and Discussion of Hotel Motel Tax Advisory Committee Ordinance and Subchapter B. Use and Allocation of Revenue, Sec. 351.101 of the Tax Code.** Mike Hodge, City Manager presented the review of Chapter 2, Article V of the Code of Ordinances as well as review of permitted uses for Hotel Occupancy Tax revenue as outlined in Subchapter B. Use and Allocation of Revenue, Sec. 351.101 of the Tax Code.
- 3. Update on the Hotel Occupancy Tax Budget.** Marge Cardenas, Director of Finance presented a summary of the FY 2014-2015 budget as well as the current budget for FY 2015-2016. Ms. Cardenas also presented current highlights for hotel motel receipts.
- 4. Update on Victory Publishing and HighlandLakes101.com Marketing Program.** Donna Klaeger, Marketing Director and Jared Fields presented an update with regards to Victory Publishing's advertising campaign and lodger advertisements.
- 5. Discussion and Action on a budget amendment for the Convention and Visitors Bureau for the position of Social Media and Digital Coordinator.** Patti Zinsmeyer, Executive Director Marble Falls/Lake LBJ Chamber of Commerce presented the committee with a request to fund a portion of the new Social Media and Digital Coordinator for the Marble Falls/Lake LBJ Chamber/CVB. Funding was requested in the amount of 50% from Hotel Occupancy Tax Funds. The Marble Falls/Lake LBJ Chamber of Commerce will also fund the position at 50%. There was discussion that in the future the City of Marble Falls will fund the position at 80% and the Chamber at 20%. Committee Member Fletcher made a motion to approve funding the position at 50%.

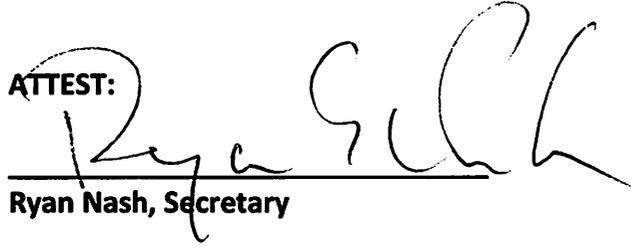
Committee Member Sullivan seconded the motion. The motion carried by a unanimous vote. Mr. Fletcher requested a future standing item be added to the agenda to include "Discussion regarding future or potential agenda items".

6. **Adjournment.** The meeting was adjourned at 1:15 pm.



Mike Hodge, Chair

ATTEST:



Ryan Nash, Secretary