

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

**On this the 14<sup>th</sup> day of February, 2017 the Hotel Occupancy Tax 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), Ryan Nash (Secretary) and Committee Members Patti Zinsmeyer and Christian Fletcher

**ABSENT:** Committee Members Darlene Oostermeyer and Dave Rhodes

**STAFF:** Caleb Kraenzel (Assistance City Manager), Margie Cardenas (Finance Director), Lisa Ward (Administrative Assistant), Midge Dockery (EDC Business Development Coordinator), Robert Moss (Parks and Recreation Director)

**VISITORS:** Amber Weems (Victory Publishing), Sharon Macut (Friends of Balcones Canyonlands National Wildlife Refuge)

- 1. Call to Order.** The meeting was called to order at 12:00 noon.
- 2. Update and status report from subcommittee members regarding the analysis of the current marketing strategy and program.** The update and status report was postponed to the end of the agenda as Dave Rhodes was not present. Due to the absence of Committee Member Rhodes, Committee Member Fletcher reported that the subcommittee has a general outline that would include, among other elements, increasing website activity and the quality of visits as well as the ability to analyze hotel performance. Mr. Fletcher stated that the subcommittee is continuing work on the marketing strategy and will present an update at the next HOT Committee Meeting.
- 3. Presentation by the Friends of Balcones Canyonlands National Wildlife Refuge regarding the submitted HOT reimbursement grant application and request for funding for the annual Songbird Festival.** Sharon Macut presented her application for funding in the amount of \$3,000 and responded to questions from the committee.
- 4. Presentation by the City of Marble Falls Parks and Recreation Department and the request for funding for improvements at Lakeside Pavilion.** Robert Moss presented the Parks and Recreation Department's request for improvements to the Lakeside Pavilion to include new overhead LED lighting in the amount of \$5,400, replacement of flooring in the kitchen, serving area and stage in the amount of \$12,800 and replacement of the balcony doors in the amount of \$4,140, for a total of \$22,340.

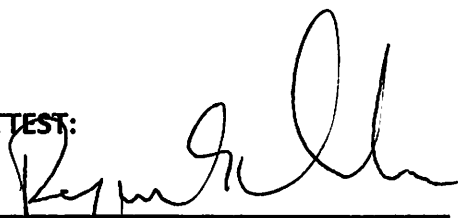
Secretary Nash requested the current budget which was provided by Finance Director Margie Cardenas. Discussion regarding available funding followed.

5. **Discussion and Action on recommendations for funding from the FY 16/17 Hotel Occupancy Tax Budget.** Secretary Nash made a motion to recommend the funding of \$1,000 for Friends of Balcones Canyonlands with the request for additional information to include event budget information. The motion was seconded by Committee Member Fletcher and carried by a unanimous vote.

Secretary Nash made a motion to fund the pavilion improvements in full which was seconded by Committee Member Fletcher and carried by a unanimous vote.

6. **Adjournment.** Secretary Nash made a motion to adjourn which was seconded by Committee Member Fletcher and the meeting was adjourned at 12:44 pm.

ATTEST:

  
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Ryan Nash, Secretary

  
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Mike Hodge, Chair