

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

On this the 21st day of March 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), Dave Rhodes (Secretary) and Committee Members Darlene Oostermeyer, Patti Zinsmeyer, Jeanne Emerson and Christian Fletcher.

ABSENT: Russell Buster

STAFF: Margie Cardenas (Finance Director), Lisa Ward (Executive Assistant), Robert Moss (Parks and Recreation Director)

VISITORS: Robert Linder and John Arthur Martinez (Fiesta Jam), Laurie Halfpenny (Uptown Art House), Erin Burks (Marble Falls Convention and Visitors Bureau), Amber Weems (101 Highland Lakes)

- 1. Call to Order.** Chair Mike Hodge called the meeting to order at 12:01 pm.
- 2. Update on Capital Improvement Plan Projects.** Robert Moss presented the update on Phase I Park Projects, including Halff Associates contract award and progress to date. There was discussion regarding focus to enhance lake access for the public. It was stated that Phase I will be largely infrastructure, utilities, a 1500 foot retaining wall to accommodate the beach and parking for the Lakeside Pavilion.
- 3. Discussion and Action on a request for funding from FY 17/18 Hotel Occupancy Tax Budget from Fiesta Jam.** John Arthur Martinez presented the request for \$15,000 from Fiesta Jam. After some discussion with the Committee, Secretary Rhodes made a motion to approve the request in the amount of \$15,000. The motion was seconded by Committee Member Oostermeyer and carried by a vote of 4-0. Committee Member Emerson abstained as she serves on the Fiesta Jam Committee.
- 4. Discussion regarding Downtown Coordinator Position.** Chair Mike Hodge presented the job description for the Downtown Coordinator Position to the committee for review. Secretary Rhodes requested specific targets on job objectives and progress indicators for the position.
- 5. Discussion regarding Marketing Program.** Chair Hodge presented the Marketing Program Plan to the Committee for review. There was discussion, but no action.
- 6. Other business.** There was no other business discussed.

7. **Adjournment.** There being no further discussion, the meeting was adjourned at 1:19 pm.



Mike Hodge, Chair

ATTEST:


Dave Rhodes, Secretary