

**Convention and Visitors Bureau Committee
Minutes from Wednesday, October 7, 2020
City Council Chambers**

Present: Jim Depauw, Kristy Tyra, Gloria Pierce, Gloria McDonald, Jacob Cerda, Susan McLellan
Staff: Hayley Herrera, Manny Negrón
Guests: Dee Lindsay

Gloria McDonald called the meeting to order at 4:30 p.m.

Public Comments

There was no one present for public comments.

Disposition of Minutes

- a. The minutes from the March 4, 2020 meeting and the July 27, 2020 special meeting were reviewed. Motion was made by Jim DePauw to approve the minutes as written. Motion was seconded by Gloria Pierce and passed unanimously.

Event Funding Follow Up Reports

- a. Texas LULAC District Meeting- A representative was not present, but Manny Negrón was present to answer any questions about the follow up report. The event received \$8,500.00 from CVB and had 20 hotel rooms with a loss of \$406.99.

Event Funding Applications

- a. Review of Event Funding Report- The event funding balance was provided to committee members
- b. Hotel Settles Oktoberfest- A representative was not present, but Manny Negrón was present to answer any questions about the funding request. The event will be held October 24, 2020 on the pavilion of Hotel Settles. They are requesting \$13, 000.00. The staff recommendation for this event was \$13, 000.00. Gloria Pierce made a motion to approve the staff recommendation. The motion was seconded by Kristy Tyra and passed unanimously.
- c. Live Drive Thru Nativity- Dee Lindsey was present to answer any questions about the funding request. The event will be held December 11-13, 2020 at the First Church of the Nazarene. They are requesting \$1, 000.00. The staff recommendation for this event was \$1, 000.00. Gloria Pierce made a motion to approve the staff recommendation. The motion was seconded by Kristy Tyra and passed unanimously.

Financials

Hotel tax revenue report and comparison report of local hotels were provided to the committee.

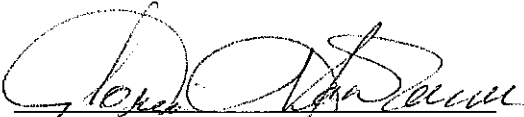
Tourism Coordinator Report

Manny Negrón presented the committee with a new video from Neon Cloud Productions.

Community Services Director Report

Hayley Herrera informed the committee that meetings will only be as needed due to COVID-19. She updated the committee about the opening and rentals at Dora Roberts Community Center. Festival of Lights will be open from December 1st through the 25th. There will also be a Christmas Parade on December 25th.

Meeting was adjourned at 5:00 p.m.


Gloria McDonald, Chair

1-26-21
Date