

Meeting Minutes Convention & Visitors Advisory Board Meeting

Wednesday, Aug 19, 2020, 10 a.m.

Fairfield Inn & Suites by Marriott Pinnacle Park Dr., League City, TX 77573

- Call Meeting to Order at 10:03 am - Kalpesh Patel
- Roll Call and Declaration of Quorum:
 - Members present Kalpesh Patel, Jacob Pratt, Tejal Patel, Shawna Reid, Bridget Bear, Amber Murphy, Dee Scott, LC staff present Stephanie Polk, Ashley Donde, Sarah Greer Osborne, Guest: Larry Millican
- Meeting Minutes for [July 2020 Approved](#). Motion made: Dee Scott, Bridget Bear (2nd), Vote to approve: Unanimous
- Citizens Request to Address the Board: none
- Hotel Occupancy Tax Fund, Grant Application Updates, Fund Uses & Accountability
 - Updated [HOT Grant Application](#) - Discussion about additional edits and changes included: clarification of grant cap of \$10k and determining a scale for investment as it relates to a minimum number of room nights generated. Suggestions: base funding with a room night minimum attached to it, percentage of revenue determined by room night generation, a sliding scale based on 4 levels of grants, setting a “minimum” for hotel night activity, and making a determination case by case. More research was suggested. Current applications for events pending: Wings over Houston and Taste of the Bay. Stephanie updated the board that an application was received and will be on the next meeting agenda for the Bay Area Houston Ballett & Theatre for the Sugar Plum Fairy Weekend requesting \$15,000.
 - HOT Usage Guidelines from Texas Hotel & Lodging Association – Understanding the importance of tourism and the role of a CVB as well as considerations of future budgetary investments and HOT funds are vital to a community. The board discussed their role and vision in the direction for future tourism development, programs and the recent confusion involving the City Council meeting, Butler Longhorn Museum and Girardi House. Further discussion included budget allocations in FY’ 2020 involving historical preservation and changes moving forward in FY 2021. FY’20 and FY’21 Budget Documents were reviewed and discussed. The need for increased local education and awareness involving leadership and community stakeholders regarding HOT Tax funding and clarifying CVB/HOT fund mission and goals was expressed by hotelier board members.
 - Justin R. Bragiel, General Counsel Texas Hotel & Lodging Association - addressed the board via conference call about the purposes and legal limits of spending city HOT funds. Justin advocated for community training and education on HOT tax. He explained the two-part test for how local hotel tax dollars can be spent, what’s allowable and not, along with an ROI component. He explained the need for communities to balance expenditures and regularly review programs to determine if they make sense and determine if they are a reasonable investment of the HOT tax money. Discussion questions covered the legality of HOT funds spent when room nights are not tracked, categories spending caps, and ROI components for investments. Other discussion included: historical preservation, restoration, regular programs, sustainability, tracking and establishing a baseline of expectations for reporting were discussed when tied to projects receiving HOT funds. Many ideas were shared on ways to maximize

investments in historical preservation assets and stressing the importance of making sure visitor preferences are front of mind. The Board requested a presentation of the plans and programs scheduled for FY'21 for the Butler Longhorn Museum and new Ghirardi House. The board requested quarterly reports for review and accountability measures and detailed expectations for the management of the Girardi/Butler Longhorn Museums. Stephanie and Sarah will meet with the City Manager regarding these requests.

- CVB Manager Report – Stephanie Polk: LCCVB contract is moving forward with LodgingRevs to develop a system to automate and collect HOT tax from short term rental. She hopes it will go live by the end of Dec 2020. She reported on newly developed marketing materials and advertising programs. ([See report document](#) for details) She updated the board on the CVB website's progress, content and social media. Stephanie recently attended the TACVB virtual conference with over 600 Texas CVB reps in attendance.
- LC Communications Report – Sarah Greer: Reminder about board applications and the hotelier position currently open on the CVB board.
- Request for Future Agenda Items, Announcements
 - Next CVB Advisory Board Scheduled Meeting—September 16, 2020. Location: possibly the Candlewood or Hampton Inn
 - Presentation of BLM Business Plan and Strategy
- Meeting was adjourned at 11:40 a.m.