



# CITY OF BAY CITY

Tourism Board Meeting

MINUTES

Lillie Norris

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JULY 22, 2020

9:00 AM

COUNCIL  
CHAMBERS | 1901  
5th Street

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1901 5TH STREET  
BAY CITY TX, 77414

## CALL TO ORDER

## ACCEPT MEETING MINUTES

## REVIEW FINANCIALS

## REGULAR ITEMS FOR CONSIDERATION AND/OR APPROVAL

1. Review, Discuss and or approve changes to the 2020 Bay City Tourism Council Sponsorship Application

Changes agreed upon in BCTC Strategic Planning Session to the Sponsorship Application were made by Heidi Martinez and reviewed. All repetitive wording was removed, and the document shortened. Some wording changed to make questions easier to answer.

2. Review, Discuss and or approve changes to the Bay City Tourism Department Post Event Report

Post Event Report document reviewed for changes to make form easier for applicants to complete.

3. Review approved changes to Bay City Tourism Council Bylaws

Changes BCTC made to Bylaws in Strategic Planning meeting were taken before City Council for approval. Heidi Martinez stated since it is a formal city document, we must receive official approval to change. Redlined document was presented to city council and anonymous vote was made to approve all changes.

4. Review and Discuss Bay City Tourism Council Strategic Plan Update 2020 - 2021

Discussion to review, add, change and or remove goals then list in order of most important focus to least were made at strategic planning meeting. Changes, removals, and additions were made to document and presented to advisory board. Carla Rae made a motion to approve all changes, Sue Crow second, motion carries.

5. Review, Discuss and or Approve Sponsorship Application for Surf & Turf Fest Matagorda

Sponsorship application presented to tourism council for Surf & Turf in Matagorda. Tourism Director stated this being the first year and the application being administratively complete, staff recommends approving up to \$3,000. Motion made by Sue Crow to approve second by Pam Oliver, motion carries.

6. Review, Discuss and or Approve Sponsorship Application for CAST production of Strangers

Tabled

7. Review, Discuss and or Approve Sponsorship Application for Matagorda Bay Bird Fest Palacios

Tabled

8. Review, Discuss and or Approve Sponsorship Application for Full Moon Food Truck Festival

Matagorda County Birding Nature Center submitted request for sponsorship of Full Moon Food Truck Festival. Tourism Director stated this was included during the budget process. The organization does everything to ensure the direct tie to tourism is made and outside promotions happen. There is a hotel room block and staff recommends approval of up to \$3,000. Motion made by Carla Rae, second by Pam Oliver, motion carries.

9. Discussion on Bird-Friendly Communities

Discussion over Bay City adopting the Bird Friendly Community program was presented to tourism council. All agreed program was good idea. Will move forward with plan to implement promotion.

10. Concert Committee Update

Concert Committee will not be holding the annual Day of the Dead Festival due to Covid-19. All City events have been cancelled.

11. Art Committee Update

Art Committee is working towards next mural project beginning next month dependent on weather. This is the Fish Tales mural to be painted on the old Denn Brothers Building, now the 7<sup>th</sup> Street Market.

## **TOURISM MANAGERS REPORT**

Tourism Managers report document passed out to board members for review.

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**ITEMS / COMMENTS - MEMBERS**

Members made inquires in regards to responding to sponsorship applications and Covid-19. How will the hotel motel funds be distributed if an event planner spends dollars for an event and has to cancel due to restrictions? Staff will reach out to City Manager and City Attorney to ask what should be done and look into what is being done in other cities.

**PUBLIC COMMENTS**

None

**ADJOURNMENT**

Meeting adjourned at 5:08 PM

**CERTIFICATION OF POSTING**

This is to certify that the above notice of a Regular Called Tourism Board Meeting was posted on the front window of the City Hall of the City of Bay City, Texas on **Friday, July 17, 2020 before 9:00 a.m.** Any questions concerning the above items, please contact Heidi Martinez at (979) 323-1176.

**AGENDA NOTICES**Bay City Tourism Council:

The Bay City Tourism Council serves as an advisory body to City Council and the Mayor. Therefore, although the Bay City Tourism Council does not fall under the purview of the Texas Open Meetings Act, its meetings shall be open to members of the public.

Attendance by Other Elected or Appointed Officials:

It is anticipated that members of other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that board, commission or committee subject to the Texas Open Meetings Act

The facility is wheelchair accessible and accessible parking spaces available. Request for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact the City Secretary's Office at 979-245-5311 or email, [dholubec@cityofbaycity.org](mailto:dholubec@cityofbaycity.org) for further information.