



TOURISM BOARD REGULAR MEETING

CITY OF BAY CITY

Monday, April 01, 2024 at 4:00 PM
COUNCIL CHAMBERS | 1901 5th Street

Vision Statement

Through a united and collaborative effort, we seek to grow the City of Bay City with a diverse culture that is proud to call Bay City home. We envision a thriving family-centered community where citizens are involved in the future development of our city. We desire our citizens to work, play, worship, and shop in the community in which we live. Visitors are welcomed and encouraged to enjoy the friendly environment and amenities the citizens and business owners have created together.

AGENDA

CALL TO ORDER

REGULAR ITEMS FOR CONSIDERATION AND/OR APPROVAL

1. Sponsorship Application - Full Moon Food Truck Festival
2. Matagorda County ArtWalks: Brushstrokes & Books
3. Wings of Matagorda County
 - Mainstreet Salon (Scissors)
 - Bay City Floral (Flowers)
 - MC Birding Nature Center (Butterfly & Dragonfly)
 - Matagorda Outfitters (Fish)
4. Proposed Traffic Circle Artwork: Texas Statue
5. Request For Proposal: Matagorda County Visitors Guide

TOURISM MANAGERS REPORT

6. Tourism Information Kiosk: Door Lock
7. Tourism Strategic Planning - May 8, 2024: Location Suggestions

8. HOT Funds Training: THLA
9. New Tourism Advisory Council Members

Octavio Fernandez (BC Hotel Industry)
Celeste Cash (Historic Downtown Bay City)
Amanda Garcia (Arts in MC)

ITEMS / COMMENTS - MEMBERS

PUBLIC COMMENTS

ADJOURNMENT

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, jthompson@cityofbaycity.org for further information.

Patrick Darve Smith

Tourism Board Manager

**VISIT BAY CITY TX
EVENT SPONSORSHIP APPLICATION FORM**

Today's Date: 3/19/2024 20:55:47

Name of Organization: Matagorda County Birding Nature Center

Contact Name: Eva Malina

Phone Number: 979 240 4416

Purpose of your organization: Our mission is to raise public awareness and involvement in nature through education, conservation and eco-tourism.

Which categories apply to your request?

Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry

Name of Event: Full Moon Food Truck Festival

Date of Event: April 27

Location of Event: At the Nature Center

Amount Requested: \$3,000

How will the funds be used: To pay for a band and other qualifying items such as advertising outside of Bay City in order to attract tourists.

Primary Purpose of Project: Our mission is to raise public awareness and involvement in nature through education, conservation and eco-tourism.

Expected Attendance or Teams if Sporting Event:

Will you reserve a room block for this Project at an area hotel, and if so, for how many rooms and at which hotels?

Fairfield, we are reserving one room for the band and asking for a block

What promotion efforts will you utilize:

Radio, Internet, electronic billboard

Other Notes:

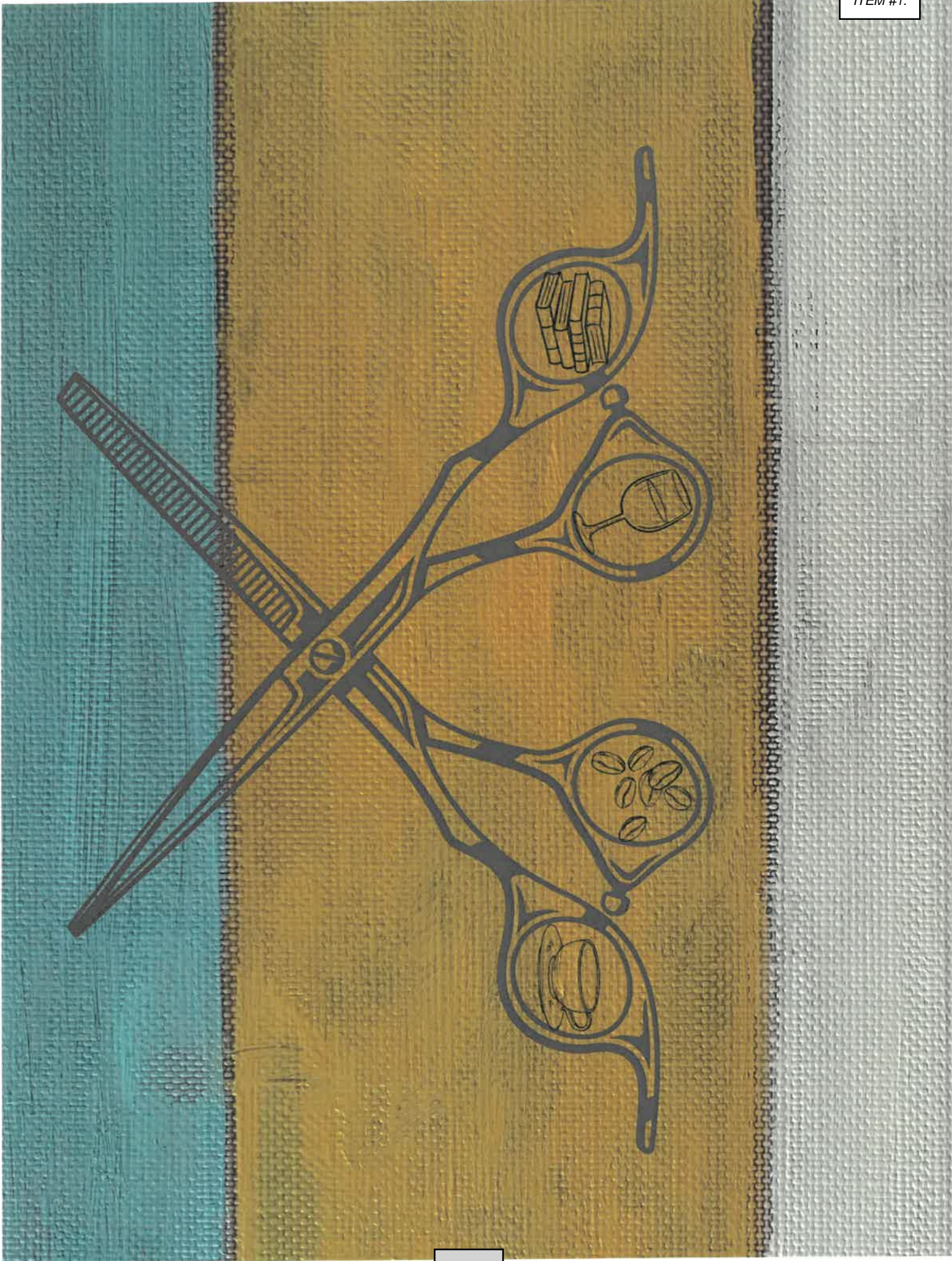
Yes. for 7 of the last 8 years. We expect 400-500 people. 5-10



Brushstrokes & Books

MATAGORDA COUNTY

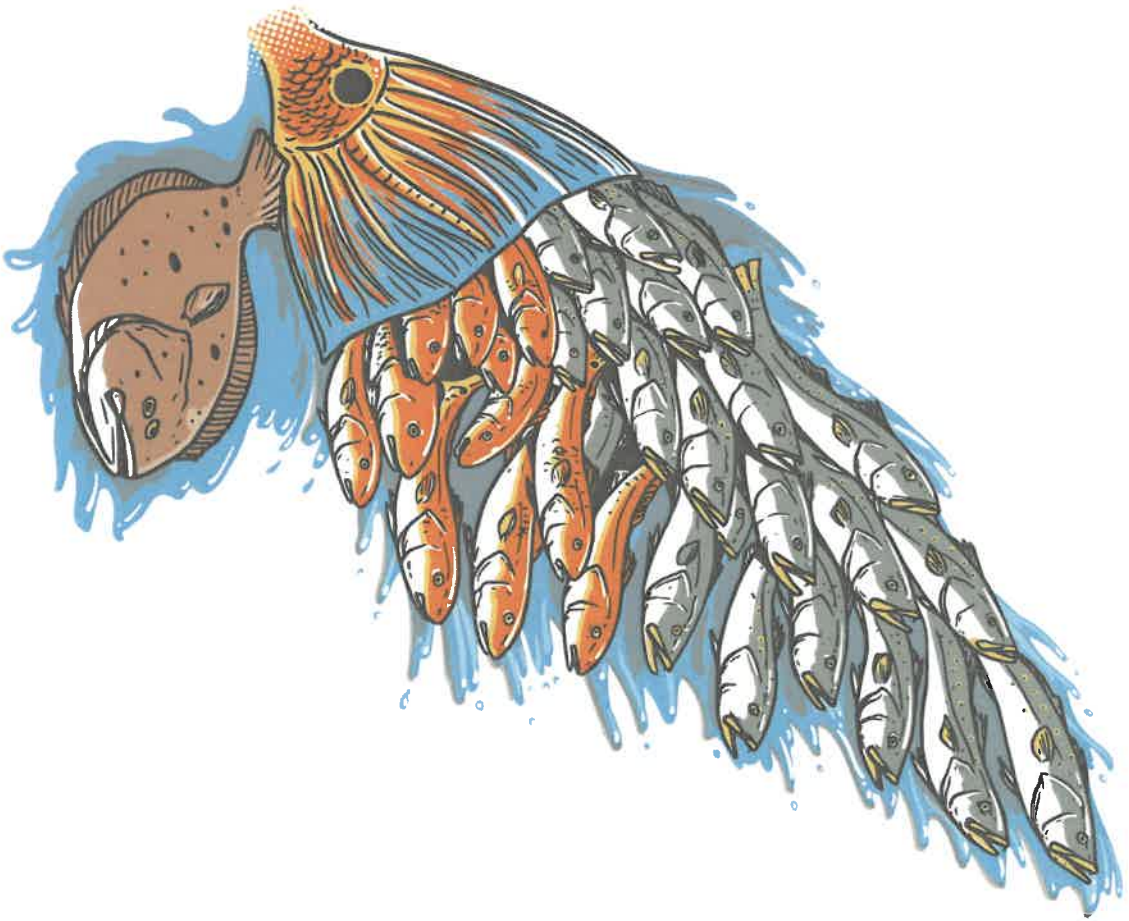
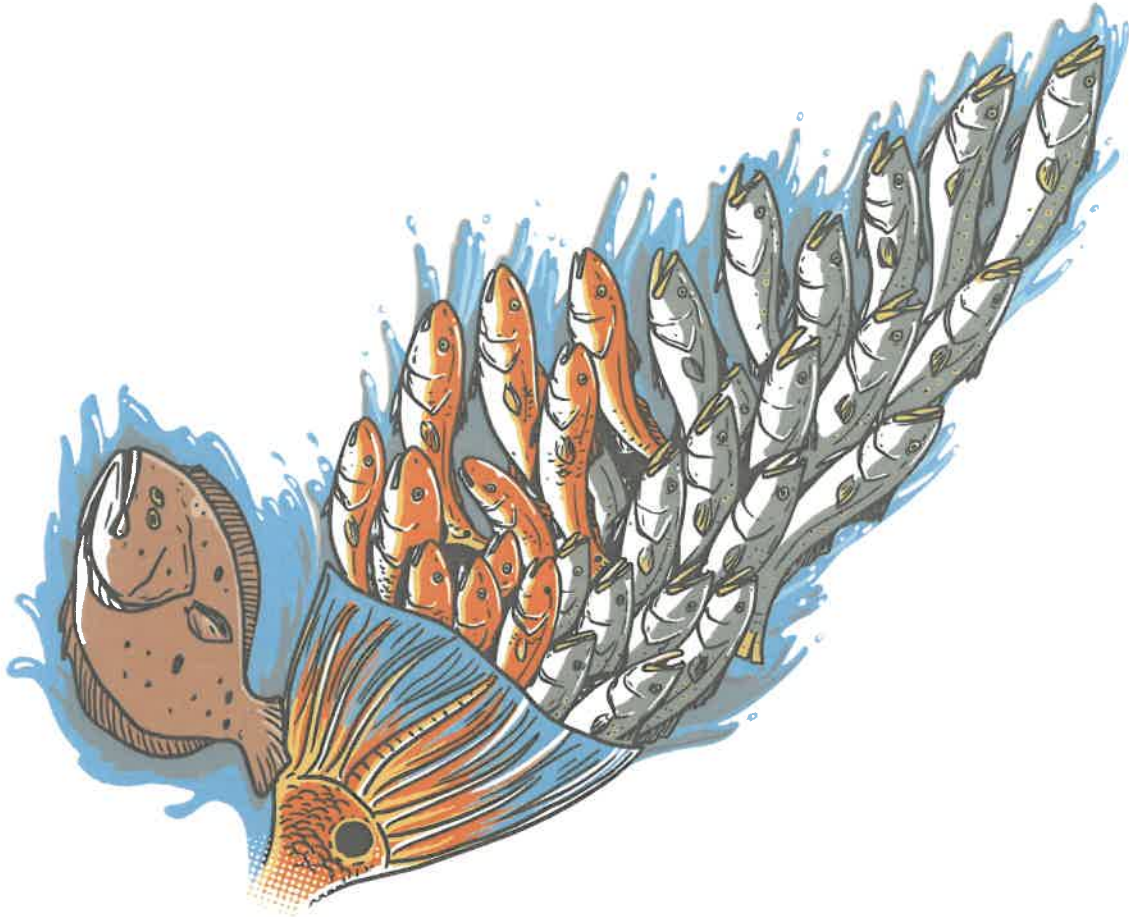
Art Walks











Proposed Dimensions:

Initial Design & adjusted scale rendering





**CITY OF BAY CITY, TEXAS
TOURISM DEPARTMENT**



**MATAGORDA COUNTY VISITORS GUIDE
REQUEST FOR PROPOSAL (RFP)**

The City of Bay City Tourism Department is requesting proposals for a county-wide visitors guide magazine. The marketing piece will be used to entice tourists and provide tourism information for visitors and potential visitors and cater to the Matagorda County tourism industry.

Criteria:

1. Produce magazine publication
 - a. No yearly dates (list dates as "early January" or "Spring Events include...")
2. Free listing of all businesses related to tourism including name and contact info
 - a. Hotels
 - b. Bed & Breakfast
 - c. Attractions
 - d. Guides including, fishing, hunting, birding, kayaking
3. Publisher will author stories of interest about Matagorda County
 - a. Birding Attractions
 - b. Outdoor Sports Recreation, fishing, hunting, kayaking
 - c. Beaches & Bays, Colorado River
 - d. Tourism-Related Events/Activities that promote the performing & visual arts (including but not limited to)
 - i. Community Actors of South Texas
 - ii. Coastalaire
 - iii. Wings of Matagorda County
 - iv. Murals
 - v. Tinnin's Christmas Village
4. List Annual Tourism-Related Events in Matagorda County (including but not limited to)
 - a. Dia De Los Muertos Festival
 - b. Camofest
 - c. Rice Festival
 - d. Full Moon Food Truck Festival
 - e. Fair & Rodeo
 - f. Matagorda Bay BirdFest
 - g. Freedom Fireworks
 - h. Rally on the River
 - i. Matagorda Surf & Turf Festival
5. Distribution of Publication
 - a. All Texas Department of Transportation Travel Information Centers
 - b. All Bay City & Matagorda County hotels and bed and breakfasts
 - c. All Matagorda County Chambers of Commerce
 - d. All advertisers in the visitors' guide

**CITY OF BAY CITY, TEXAS - TOURISM DEPARTMENT
MATAGORDA COUNTY VISITORS GUIDE RFP**

6. Quality
 - a. Cover to cover four color processing with 100 lb. cover / 70 lb. inside pages
 - b. Back and Front cover rough flood matte
 - c. Perfect Binding
7. Quantity
 - a. At least 20,000 copies
8. Content
 - a. 50/50 Advertising and Articles
 - b. Must provide ad rates to be charged
9. After \$35K in ad sales, ten percent of additional ad sales will be sent to the Tourism Department

All communication regarding this Request for Proposal will be coordinated through the City of Bay City Tourism Manager. Please be prepared to present your proposals to the Tourism Manager by May 1, 2024.

Darve Smith, Tourism Manager
City of Bay City, Tourism Department
1901 5th Street
Bay City, TX 77414
psmith@cityofbaycity.org



Bay City Tourism Advisory Council

ARTICLE 1. PURPOSE AND RESPONSIBILITIES

I. PURPOSE

The Bay City Tourism Advisory Council ("Tourism Council") is hereby established for aiding and promoting the tourist and convention industry; raising the public visibility of local activity. The tourism council shall serve as an advisory body only.

II. RESPONSIBILITIES

Each member shall represent and advocate for what is best for the City of Bay City and the surrounding areas, putting aside personal and special interests.

The Tourism Council shall be focused on such activities as:

- a) Developing and regularly updating a Strategic Plan to include objectives for preservation and appreciation of historic and cultural attributes of the Bay City community; advertising and marketing, application of the arts and other activities for the promotion of tourism.
- b) Developing guidelines and evaluating proposals for the City's awarding of sponsorship funds, in compliance with local and state law.

ARTICLE 2. MEMBERSHIP

The Tourism Council shall be composed of five (5) to nine (9) members. Members shall be recommended by the Tourism Manager, and appointed by the Mayor, subject to Council's consent. Members shall be appointed in December prior to the new calendar year term.

- a) The members shall serve two-year terms. A successor shall be selected prior to the expiration of the member's term. Members shall serve no more than three consecutive two-year terms and shall be eligible for reappointment after one full term has passed.
- b) Members shall be appointed from the following categories: the arts community, the hotel/motel industry, the restaurant industry, major tourist attractions, eco-tourism, and representatives from local county tourist destinations (i.e. Matagorda, Palacios and Sargent).
- c) Members shall comply with Hotel Motel Tax Laws (Chapter 351 of Texas Tax Code).

- d) Vacancies that occur during a term shall be filled as soon as reasonably possible and in the same manner as an appointment. The time a Member spends serving during a vacated term is not included as a term for purposes of counting consecutive terms.
- e) All Members serve without compensation. The Tourism Council and its Members have no authority to expend funds, to incur or make an obligation on behalf of the City, to make rules, or to adjudicate any matter. Members may be reimbursed for expenses if the expense(s) is first authorized and approved by the Tourism Manager.
- f) Partnerships to the advisory council are including but not limited to the Bay City Parks and Recreation, Bay City Mainstreet Program, Bay City Community Development, Matagorda County Economic Development and Bay City, Sargent, Matagorda and Palacios Chambers of Commerce.

ARTICLE 3. MEETINGS AND SUBCOMMITTEES

I. MEETINGS

Regular Meetings of the board may be held bimonthly at City Hall in the Council Chambers as determined by the Tourism Manager.

- a) The Tourism Advisory Council shall meet a minimum of six times a year.
- b) Agenda items may be placed on the agenda by the Tourism Manager or at the request of a Member. Written notice to the Tourism Manager must be given seven business days in advance to be included on agenda. The Member requesting the agenda item is responsible for the presentation and any other relevant information.
- c) Special Meetings may be called by the Tourism Manager or Mayor.
- d) A Member shall notify the Tourism Manager if unable to attend a meeting. Excessive absenteeism may result in the Member being removed.
- e) Decisions will be made based on the consensus of the present Members of the meeting.
- f) Tourism Council meetings shall be conducted in accordance with these Bylaws.

II. SUBCOMMITTEES

When deemed necessary by a majority of the Tourism Council, Subcommittees may be formed for specific projects related to Tourism Council matters.

- a) Subcommittees may include non-Members; however, it must be chaired by a Tourism Council Member.
- b) No Subcommittee, or Member of a Subcommittee, has the authority to expend funds, incur an obligation on behalf of the City or the Tourism Council, to make rules, or to adjudicate any matter.

ARTICLE 4. AMENDMENTS

The Tourism Council's proposed Bylaws and amendments to the Bylaws must be approved by City Council.