

**CITY COUNCIL - SPECIAL CALLED MEETING**

**City of El Campo**

**315 EAST JACKSON STREET, EL CAMPO, TX 77437  
City Hall - Council Chambers 4:00 PM - February 26, 2018**

**Meeting Minutes**

**1. CALL TO ORDER**

Mayor Collins called the meeting to order at 4:00 P.M.

**2. ROLL CALL**

| Attendee Name          | Title          | Status  | Arrived |
|------------------------|----------------|---------|---------|
| Randy Collins          | Mayor          | Present |         |
| Richard Young          | Mayor Pro-Tem  | Present |         |
| Anisa Longoria Vasquez | Council Member | Present |         |
| Jeff Allgayer          | Council Member | Present |         |
| Gloria Harris          | Council Member | Present |         |
| Tommy Hitzfeld         | Council Member | Present |         |
| John Hancock           | Council Member | Present |         |

City Staff Present: City Manager Mindi Snyder, Building Official Liz Staff, Deputy City Manager Courtney Sladek, Assistant Finance Director Brittini Staff, City Secretary Lori Hollingsworth, Chief of Police Terry Stanphill and City Development Corporation Executive Director Carolyn Gibson.

Chamber of Commerce Staff and Board Members Present: Rebecca Munos, Danielle Lara, Alisa Bubela, Samantha Perez, Cathy Banda, Sky Allgayer, Kelly Balthrop, Justin Turner, Gilbert Escamilla, Madsen Raun, Rebekkah Jones and Taylor Martin.

**3. PLEDGE OF ALLEGIANCE AND INVOCATION**

Mayor Collins led the Pledge of Allegiance and followed with the Invocation.

**4. DISCUSSION OF PARTNERSHIP OPPORTUNITIES**

1. Discuss Partnership with City of El Campo and El Campo Chamber

Included in the strategic priorities is inter-local partnerships with other agencies. This meeting will discuss the partnership of the City with the El Campo Chamber of Commerce.

1. Hotel Motel Tax -See table below for history of funds:

|      | Revenues  | To Chamber | City      |
|------|-----------|------------|-----------|
| FY17 | \$156,877 | \$40,360   | \$116,517 |
| FY16 | \$140,410 | \$36,004   | \$104,406 |
| FY15 | \$181,666 | \$46,737   | \$134,929 |
| FY14 | \$149,522 | \$48,667   | \$100,855 |

Funding is provided to the Chamber at 60% of 3/7<sup>th</sup> of the total receipts. This is strange formula is a result of the Chamber formerly funding the Bee's and the Museum, which are now directly funded from the General Fund. This change occurred in FY15.

Standards are now being examined through **SB 1221**, which requires annual reporting of

how funds are allocated and spent.

- a. All funds must pass a two-part test:
    - i. Every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry
    - ii. Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories for expenditures, which includes:
      1. Establishment, improvement, or maintenance of a convention center or visitor information center
      2. Paying for the administrative costs for facilitating convention registration
      3. Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity
      4. Expenditures that promote the arts
      5. Funding historical restoration or preservation programs.
      6. Funding certain expenses, including promotional expenses, directly related to a sporting event
      7. Funding the enhancement of existing sports facilities or sports fields for certain municipalities
      8. Funding transportation systems for tourists
      9. Signage directing tourists to sights and attractions that are visited by hotel guests in the municipality
  - b. Current funds are being utilized for the maintenance and upkeep of the Civic Center and to support the Chamber of Commerce. According to the Chamber's most recent request, funds are utilized for:

“Advertising/promotions/publications, billboards and special events that attract visitors such as Prairie Days Festival, Christmas Mall, as well as others and facilities. Enhancing the visitor information center and accessibility of El Campo information to travelers.”
  - c. It is recommended that a more stringent application be set in place to validate the two-part test, as well as enhanced reporting. Additionally, the City has some suggestions for expenses that meet the test, including:
    - Art walk/concert (only if can pass validation through hotel blocks)
    - Funding to support the arts, if we can prove that it will attract tourists
    - Soliciting for requests from agencies, with the detailed application
    - Retaining funds to be used to support the convention center (presuming it puts heads in beds)
2. Restrooms use during events - The City hosts numerous events to showcase downtown, including Downtown Dinner, Farmers Markets, Movie Night in the Park and coming soon additional programming. There are currently no restrooms in Evans Park, but the Chamber is located across the street. It is requested that the Chamber open during these events and allow patrons to use their facilities.
  3. Support of events - Additionally, there are numerous opportunities for the Chamber to engage out of town guests at the events listed in the previous item. It is suggested that the Chamber take advantage of these opportunities to further promote El Campo.

The Chambers restroom facilities would be in addition to portable toilets and expand exposure of what the City of El Campo / Chamber of Commerce has to offer.

The Chamber would like to place a kiosk that would be weather proof and self -serving that would house maps and brochures for the City of El Campo. Consideration for placement in Evans Park, the Civic Center and at Legacy Park Ball Fields.

Electrical outlets in Evans Park need to be assessed and consider adding more.

The Chamber made the request to have an increased presence from City Council at events mixers, blenders and ribbon cutting.

Increased collaboration and support of Chamber Calendar of Events, the City of El Campo events and the City Development Corporation cross promotions.

City Manager Mindi Snyder presented the Downtown Revitalization Plan prepared by Texas A&M University / Texas Target Communities and expressed that this would need to be a collaborative partnership including downtown merchants.

**RESULT: NO ACTION REQUIRED**

**5. ADJOURN**

There being no further discussion, Mayor Collins called the meeting adjourned at 5:09 P.M.

Attest:

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Lori Hollingsworth, City Secretary

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Randy Collins, Mayor