



Tourism Commission  
October 8, 2018  
6:30pm  
Austin Energy  
Assembly Room 130  
721 Barton Springs Rd  
Austin, Texas 78704

## **MINUTES**

### **In Attendance:**

Michael Searle  
Vanessa Fuentes  
Edward Bailey  
Rachel Magee  
Bill Bunch  
Scott Joslove  
John Riedie  
Mary Katherine Stout  
Kate Singleton  
Mike Cannatti  
Catlin Whittington

### **Staff and Other In Attendance:**

Ray Baray, Chief of Staff City Management Office  
Felicia Ojeda, Austin Convention Center Department  
Jannette Goodall, COA City Clerk Office  
Ed Van Eenoo, COA Budget Office  
Tom Noonan, Visit Austin  
Julie Chase, Visit Austin  
Steve Genovesi, Visit Austin  
Scott Johnson

## **AGENDA**

### **1. CALL MEETING TO ORDER**

- a. Meeting called to order at 6:35 pm by CMO, Ray Baray

### **2. CITIZEN COMMUNICATION: 3:35pm**

- a. No Citizen Communications at this time
- b. Moved to 8pm

### **3. APPROVAL OF MINUTES**

- a. From the August 28, 2018 meeting
- b. From the September 4, 2018 meeting

### **4. OLD BUSINESS: 6:34pm**

The Commission may discuss and take action on the following agenda items:

- a. Nomination and election of Commission Chair and Vice Chair
  - i. Nomination by Commissioner Bunch for Commissioner, Michael Searle for Chair
    - 1. Commissioner Michael Searle withdrew his nomination for Chair.
  - ii. Nomination by Commissioner Cannatti for Commissioner, Catlin Whittington for Chair
    - 1. 9 votes for Commissioner Whittington (Michael Searle, Vanessa Fuentes, Ed Bailey, Rachel Magee, Scott Joslove, Mary Katherine Stout, Kate Singleton, Mike Cannatti, and Catlin Whittington)
    - 2. 2 votes for No towards Commissioner Whittington as Chair (John Riedie and Bill Bunch)
  - iii. Nomination by Commissioner Searle for Commissioner, Kate Singleton for Vice Chair. 2<sup>nd</sup> by Commissioner Cannatti
    - 1. All Approve by all Commissioners
- b. Commissioner Whittington resumes the meeting as Chair
- c. Discussed the Bylaws of the Tourism Commission
  - i. Motioned to approve the Bylaws of the Tourism Commission by Commissioner Searle. Chair Whittington, 2<sup>nd</sup> the motion
    - 1. All Approve by all Commissioners
- d. Discussion of Commission housekeeping matters:
  - i. Future Meetings
    - 1. Consensus to meet, Tuesday, November 13 at 6:30pm
    - 2. Consensus to meet every 2<sup>nd</sup> Monday starting December 10, January 14 and February 11.

### **5. NEW BUSINESS: 7:15pm**

The Commission may discuss and take action on the following agenda items:

- a. Discussion and possible action regarding the adopted FY19 budget, and budget or funding items related to tourism – Presented by the Budget Office, Ed Van Eenoo
- b. Discussion and possible action related to the adoption of the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2018-2019 Marketing Plan and Proposed Budget of \$15,714,496, setting the contract payment as required by chapter 351 of the Texas Tax Code; and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by the Texas Tax Code. – Presented by Tom Noonan, Julie Chase, and Steve Genovesi

### **6. CITIZEN COMMUNICATIONS: 8:40pm**

- a. Scott Johnson

## **7. FUTURE AGENDA ITEMS: 8:45pm**

- a. The Commission may discuss and identify future agenda items, topics, or presentations
  - i. Continue research and requests from August 28 and September 4 future agenda items.
  - ii. Briefing from former Chair, James Russell, on Final Report of the Visitor Impact Task Force Committee
  - iii. Background and Professional information how the tourism industry operates
    - 1. Other cities in Texas and country and what their budget looks like and how they operate their convention centers
    - 2. Sizes of other convention centers
    - 3. What does their revenues/expenses look like?
    - 4. How do their CVB operations budgets compare to Austin
    - 5. Competitive analysis of other markets/ budgets for conventions
    - 6. What other cities in Texas doing for Transport for Tourist?
      - a. What are best practices for this category?
  - iv. Briefing on Austin Convention Center Department of Expansion plans and schedule.
    - 1. University of Texas study recommendations for Convention Center expansion and have them present
    - 2. Total Attendance Actuals vs. Attendance from SXSW only
  - v. Briefing from Visit Austin
    - 1. Smith Travel Research report to support Tourism market/ industry
  - vi. Briefing from City Legal, and State municipal league
    - 1. What is the Promotional Funds cap.
  - vii. Discuss on how Hotel Occupancy Tax reflect the values of the Austin community
    - 1. Homeless community
    - 2. Arts community
  - viii. Briefing of R.O.Y all categories regarding the Hotel Occupancy Tax

## **8. ADJOURNMENT**

- a. CMO, Ray Baray adjourned the meeting at 8:53pm