TOURISM COMMISSION **REGULAR MEETING**
MINUTES **WEDNESDAY, September 9, 2026**

The Tourism Commission convened in a Regular meeting on Wednesday, September 9, 2026, at 301 W. 2nd Street in Austin, Texas.

Chair Ed Bailey called the Tourism Commission Meeting to order at 2:36 p.m.

Commissioners in Attendance:

- **Ed Bailey, Chair, District 5**
- **Cristina Masters, Vice Chair, District 10**
- **Greg Chanon, District 2**
- **Bishop Chappell, District 6**
- **Francisco "Cisco" Gomez, District 1**
- **Sophia Gonzalez, District 4**
- **Stefani Mathis, District 8**
- **Anna Panossian, Mayoral**
- **Dani Pruitt, District 3**
- **Catherine Whited, District 9**

PUBLIC COMMUNICATION: GENERAL

None present.

APPROVAL OF MINUTES

1. Approve the minutes of the Tourism Commission Regular Meeting on July 8, 2026.
   The minutes from the Tourism Commission regular meeting on July 8, 2026, were approved on Commissioner Panossian's motion, Commissioner Channon's second on a 9-0 vote, Commissioner Pruitt was off the dais and Commissioner Pearce was absent.

DISCUSSION ITEMS

2. Presentation by SXSW regarding SXSW's Economic Impact, Opportunities and Challenges related to the Convention Center construction, insights into SXSW Global Expansion, and Media Acquisition Benefits. Presentation by Peter Lewis, Chief Commercial Officer.

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The presentation was made by Peter Lewis, Chief Commercial Officer.

Discussed.

3. Presentation by Circuit of the Americas regarding COTA's Economic and Visitor Impact and Expansion Opportunities.

The presentation was made by John Villarreal, Director of Government Relations.

Discussed.

WORKING GROUP UPDATE

4. Commissioner Pruitt provided an update from the Hotel Occupancy Tax Grant Programs Working Group. The working group is continuing to review the grant application process; collecting and reviewing data received from grant recipients; and learning more about the grant recipients. Commissioner Pruitt will also be meeting with the Chairs of the Arts Commission and Music Commission to discuss the role of tourism and tourism promotion in the grant process. The working group will continue to meet and will provide an update at the next monthly meeting.

FUTURE AGENDA ITEMS

- Commission Panossian, with Commissioner Chappell's second, requested an item be put on next month's agenda to discuss and take possible action on providing a recommendation to City Council to support the Red River Cultural District.
- The commission requested staff to invite the Executive Director of Red River Cultural District to attend the next meeting.

Chair Bailey adjourned the meeting at 4:19 p.m. without objection.

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