

HOTEL OCCUPANCY TAX AND SPONSORSHIP COMMITTEE MINUTES

April 30, 2019

After determining that a quorum is present, the Hotel Occupancy Tax and Sponsorship Committee convened into an Open Meeting on Tuesday, April 30 14, 2019 at 9:11 a.m., in the City Hall Work Session Room, City of Denton City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Committee Chair, Gerard Hudspeth, Mayor Chris Watts and Councilmember, Deb Armintor

STAFF PRESENT:

Antonio Puente, Jr, Chief Financial Officer – Interim Assistant City Manger
David Gaines, Assistant Director of Finance
Mack Reinwand, Deputy City Attorney
Nancy Towle, Treasury Manger
Ranee Klingele, Senior Treasury Analyst
Hailey Payne, Treasury Analyst
Rachel Wood, Chief of Staff
Stuart Birdseye, Assistant to the City Manager

AGENDA ITEM 1: CONSIDER APPROVAL OF HOTEL OCCUPANCY TAX AND SPONSORSHIP MINUTES FROM APRIL 11, 2019.

Minutes were approved as written by Mayor Watts and seconded by Councilmember Armintor.

Motion passed unanimously.

AGENDA ITEM 2: RECEIVE APPLICANT PRESENTATIONS AND HOLD A DISCUSSION REGARDNG THE HOTEL OCCUPANCY TAX PROGRAM YEAR 2020 APPLICATIONS FOR THE DENTON'S DAY OF THE DEAD FESTIVAL AND REAL WAVES RADIO NETWORK.

David Pierce, Founder and Creative Director of Denton's Day of the Dead Festival spoke to the Committee about the creation of the event. Mr. Pierce advised the festival's events will span over a three-day period in 2020. Adding Friday evening events and a matinee on Sunday will assist the event to promote tourism and overnight guests. The festival has vendors and participants from all over the state of Texas.

Peter Salisbury, Board of Directors Chair for Real Waves Radio Network spoke to the Committee about the network celebrating its second anniversary this year. KUZU 92.9FM is the only low power FM station in Denton with a frequency reaching 8-10 miles outside of the city. The network's budget request is to support funding artists during their quarterly shows (KUZU Presents 2020). The shows begin late in the evening and conclude in the early morning hours, offering several art mediums at one location. The afterhour's element of these shows promote overnight guests.

AGENDA ITEM 3: MANAGEMENT REPORT – NEW BUSINESS STATUS REPORT FROM MARCH 21, 2019 HOTEL OCCUPANCY TAX AND SPONSORSHIP MEETING.

Ranee Klingele presented the memo contents addressing each subject item allowing Committee feedback per each. Subject one advised the Committee that in FY 2020-21 organizations requesting

sponsorship funds for table or seats at banquets/events will be provided a simpler application. The process of review, recommendation and contracting will remain the same.

Subject two advised the Committee that FY 2019-20 Sponsorship contracts \$2,500 or less will be presented to the City Manager for execution instead of Council as allowed by Resolution 18-1709. This Committee will continue to review requests and report to Council the same as prior years.

Subject three recommended the Council be provided a budget to attend two events annually without going through the sponsorship application process along with providing each Councilmember an individual budget to determine their own attendance at community events throughout the year. The Committee directed staff to remove the two annual Council event budget and add those funds to the individual Councilmember's event budget. This change provides all organizations the opportunity to apply to the Committee through the annual sponsorship application process as well as the flexibility of Council attending events that fit their schedules. The individual budgets will mirror the current process for Council contingency funds.

AGENDA ITEM 4: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE DIRECTION REGARDING THE REVISED HOTEL OCCUPANCY TAX PROGRAM YEAR 2020 BUDGET REQUEST MADE BY THE DENTON COMMUNITY MARKET.


Stuart Birdseye presented the Denton Community Market's revised PY 2020 HOT application as well as answers to questions posed by Council during the April 9, 2019 Work Session. During this work session Council directed staff to work with the Market to evaluate all its requests and present one budget request through the HOT application process for 2020. The Committee will consider the Market's revised budget request of \$108,191 during the standard funding meeting alongside all other applicants in May 2019.


The Committee expressed concerns with the revised request as it represents 63% of the Market's total budget. Other concerns provided include the Market's data being unaudited, Denton County provisions and plans to the park and the Market, Market Board participation and what the Market will provide with additional salary dollars. City staff will work with the Market and the County to answer the Committee's concerns as they also gather any other answers the Committee provides regarding all HOT and Sponsorship applications for 2020.

AGENDA ITEM 5: CONCLUDING ITEMS

None.

Meeting adjourned 10:45 a.m.


GERARD HUDSPETH
COMMITTEE CHAIR
CITY OF DENTON, TEXAS


RANDEE KLINGELE
RECORDING SECRETARY
CITY OF DENTON, TEXAS