

## HOTEL OCCUPANCY TAX AND SPONSORSHIP COMMITTEE MINUTES

February 13, 2020

After determining that a quorum is present, the Hotel Occupancy Tax and Sponsorship Committee convened into an Open Meeting on Thursday, February 13, 2020 at 10:08 a.m., in the Work Session Room, City of Denton City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Councilmembers Deb Armintor and Jessie Davis

ABSENT: Mayor and Committee Chair, Chris Watts

### STAFF PRESENT:

David Gaines, Director of Finance

Mack Reinwand, Deputy City Attorney

Randee Klingele, Senior Treasury Analyst

Nichole Woods, Treasury Analyst

Maria Denison, Marketing Administrator, Parks and Recreation Department

Prior to the meeting, Randee Klingele called for nominations of an interim chair due to Mayor Watts' absence. Councilmember Armintor recommended Councilmember Davis, which accepted.

### AGENDA ITEM HOT 20-002: CONSIDER APPROVAL OF MINTUES FROM JULY 11, 2019.

Minutes were approved as written by Councilmember Armintor and seconded by Interim Chair Davis.

Motion passed unanimously.

### AGENDA ITEM HOT 20-003: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE RECOMMENDATIONS REGARDING CO-SPONSORSHIPS FOR COMMUNITY EVENTS, AND ASSOCIATED CO-SPONSORSHIP POLICY.

Maria Denison presented the proposed co-sponsorship process and draft policy to the committee. The proposal requested the committee assume oversight of the co-sponsorship program in the same manor it currently oversees both the HOT and Sponsorship programs. City Council will be presented the co-sponsorship policy in an April Council meeting for approval.

John Baines, Treasurer for the Denton Black Chamber of Commerce, spoke on behalf of his organization in support of streamlining the process for applicants.

Councilmember Armintor motioned to recommend the committee accept oversight of the co-sponsorship program once City Council approves the policy. Interim Chair Davis seconded the motion.

Motion passed unanimously.

### AGENDA ITEM HOT 20-004: RECEIVE A REPORT, HOLD A DISUCSSION AND PROVIDE RECOMMENDATIONS REGARDING CONTRACTS WITH THE GREATER DENTON ARTS COUNCIL AND DENTON COMMUNITY THEATRE FOR UTILITIES, GENERAL MAINTENANCE AND JANITORIAL SUPPLIES.

Staff member Randee Klingele provided a presentation illustrating the historical relationship between the City and two organizations. Presentation included the breakdown of each contract and respective budgeted expenses for the current five-year contract, which expires September 30, 2020. This item specifically sought committee direction regarding the inclusion or exclusion of these expenses in the Sponsorship program, which was established in 2018.

The below listed representatives from both organizations spoke in support of the contracts continuing independently from the annual sponsorship application process.

- Georgina Ngozi, Executive Director, Greater Denton Arts Council
- Mike Barrow, Managing Director, Denton Community Theatre
- Donna Trammel, President Elect, Denton Community Theatre

Committee discussion concluded with a motion from Interim Chair Davis. Davis motioned to continue the multi-year contracts with both the Greater Denton Arts Council and Denton Community Theatre, with the accounting of both listed in the sponsorship fund. Councilmember Armintor issued a friendly amendment, not to specify the contract as a sponsorship. For budgeting purposes, staff determined the contract expenses will be listed in the sponsorship fund; however, the contract language will remain the same. Armintor seconded the motion as presented by Davis.

Motion passed unanimously.

AGENDA ITEM HOT20-005: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE RECOMMENDATIONS REGARDING HOTEL OCCUPANCY TAX AND SPONSORSHIP MID-YEAR REQUESTS.

Director of Finance, David Gaines, opened the item for discussion providing the committee with a brief explanation of the current applicant requests received by staff. After a short discussion, Interim Chair Davis made a motion to mandate both the HOT and Sponsorship's annual application deadlines be fixed, considering the application processed closed thereafter. Councilmember Armintor seconded the motion.

Motion passed unanimously.

AGENDA ITEM HOT20-006: RECEIVE A REPORT, HOLD A DISCUSSION AND CONSIDER APPROVAL OF AN ANNUAL MEETING SCHEDULE.

Interim Chair Davis made a motion to accept the proposed timeline for the HOT and Sponsorship calendar including the committee's annual meeting schedule for FY2019-20. Councilmember Armintor seconded the motion.

Motion passed unanimously.

CONCLUDING ITEMS:

Interim Chair Davis recommended changing the name of this committee to the Community Partnership Committee. Councilmember Armintor requested the committee discuss new processes in making annual funding decisions prior to the June funding meeting. Armintor requested electronic notification of this item be distributed to current and past applicants.

Both concluding items will be placed on the committee's April agenda.

Meeting adjourned 11:29 a.m.

DocuSigned by:

**Jesse Davis**

6E6B507906D7481...

JESSE DAVIS  
INTERIM COMMITTEE CHAIR  
CITY OF DENTON, TEXAS

DocuSigned by:

*Michelle Coughlin*

0EE0D711681B4D6...

MICHELLE COUGHLIN  
RECORDING SECRETARY  
CITY OF DENTON, TEXAS