

# HOTEL OCCUPANCY TAX AND SPONSORSHIP COMMITTEE MINUTES

May 14, 2020

After determining that a quorum is present, the Hotel Occupancy Tax and Sponsorship Committee convened into a Virtual Meeting on Thursday, May 14, 2020 at 10:01 a.m.

PRESENT: Mayor and Committee Chair, Chris Watts and Council Members Deb Armintor and Jessie Davis

## STAFF PRESENT:

David Gaines, Director of Finance

Mack Reinwand, Deputy City Attorney

Randee Klingele, Senior Treasury Analyst

Nichole Woods, Treasury Analyst

Michelle Coughlin, Recording Secretary

## AGENDA ITEM HOT 20-009: CONSIDER APPROVAL OF MINTUES FROM FEBRUARY 13, 2020.

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

The motion passed 2-0.

## AGENDA ITEM HOT 20-010: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE RECOMMENDATIONS REGARDING AN EVENT NAME CHANGE FOR THE HABITAT FOR HUMANITY OF DENTON COUNTY, INC.

Staff member Randee Klingele presented Habitat for Humanity's request for an event name change for their current year sponsorship contract. The organization's leadership has changed since the application thus would like to host the event later in the year on an evening or weekend to try and increase their fund raising efforts. The Dream Builder's Luncheon will change to "A Party with a Purpose". The name change is a formality but must be updated by amending the contract and executed by the City Manager.

Councilmember Davis motioned to approve the requested name change to the sponsorship contract with the Habit for Humanity of Denton County, Inc. Chair Watts seconded the motion.

Motion passed unanimously.

## AGENDA ITEM HOT 20-016: RECEIVE A REPORT, HOLD A DISUCSSION AND PROVIDE RECOMMENDATIONS REGARDING HOTEL OCCUPANCY TAX AND SPONSORSHIP EXPENDITURES FOR FY 2019-20.

David Gaines, Director of Finance, presented the committee with a mid-year report regarding Hotel and Occupancy Tax (HOT) revenue and expenditure projections for this FY 2019-20. Amid the COVID-19 pandemic, Gaines reported that projections will be impacted significantly. Gaines provided an update to the Committee about the revenue forecast while also providing options for moving forward regarding HOT fund balances and cost reduction strategies.

The committee discussed the many variables the HOT fund recipients present based upon each's use of their HOT budget. Although the HOT contracts allow for across the board budget reductions, the committee agreed there was not enough individual recipient data to make a recommendation.

The committee tasked staff with requesting mid-year event and budget updates from both program recipients. This information will be used in the next committee meeting, to assist the committee in making its recommendations.

AGENDA ITEM HOT20-013: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE RECOMMENDATIONS REGARDING HOTEL OCCUPANCY TAX PROGRAM YEAR 2021 FOR FY 2020-21

Randee Klingele presented the committee with the redline HOT PY21 guidelines and application noting minor administrative changes as well as language dictating that applications will not be accepted after each year's published due date.

Councilmember Davis motioned to approve both guidelines and application as presented. Councilmember Armintor seconded the motion.

Motion passed unanimously.

AGENDA ITEM HOT20-014: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE RECOMMENDATIONS REGARDING THE SPONSORSHIP PROGRAM FOR FY 2020-21.

Randee Klingele presented the committee with the redline Sponsorship FY2020-21 guidelines and application noting minor administrative changes as well as language dictating that applications will not be accepted after each year's published due date and correcting reporting language to match the contract.

Councilmember Davis motioned to approve both guidelines and application as presented. Councilmember Armintor seconded the motion.

Motion passed unanimously.

AGENDA ITEM HOT20-011: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE RECOMMENDATIONS REGARDING CHANGING THE NAME AND DUTIES OF THE HOTEL AND OCCUPANCY TAX AND SPONSORSHIP COMMITTEE.

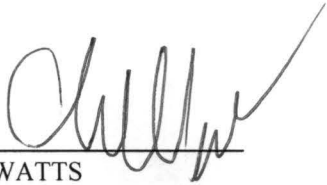
Councilmember Davis explained his reason for the committee's name change to "Community Partnership Committee". The key factors in changing the committee's name are the two long-term contracts recently added as well as the Parks and Recreation department's in-kind sponsorship budget pending assignment to the committee's functionality. A new committee name will represent the types of partnerships overseen by the committee.

Staff will prepare and present the name change in an upcoming regularly scheduled Council meeting.

CONCLUDING ITEMS:

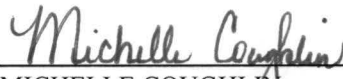
Mayor Watts, requests an election of new Hotel Occupancy Tax and Sponsorship Committee Chair during its next meeting.

Meeting adjourned 2:02 p.m.



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CHRIS WATTS  
COMMITTEE CHAIR  
CITY OF DENTON, TEXAS



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MICHELLE COUGHLIN  
RECORDING SECRETARY  
CITY OF DENTON, TEXAS