

HOTEL OCCUPANCY TAX AND SPONSORSHIP COMMITTEE MINUTES

July 20, 2020

After determining that a quorum was present, the Hotel Occupancy Tax and Sponsorship Committee convened into a Virtual Meeting on Monday, July 20, 2020 at 9:02 am.

PRESENT: Mayor Chris Watts, Committee Chair Jesse Davis, and Council Member Deb Armintor

STAFF PRESENT:

David Gaines, Director of Finance

Randee Klingele, Senior Treasury Analyst

Mack Reinwand, Deputy City Attorney

Nichole Woods, Treasury Analyst

1. ITEMS FOR CONSIDERATION

AGENDA ITEM HOT 20:021 CONSIDER APPROVAL OF MINTUES FROM JUNE 11, 2020.

Mayor Watts made a motion to approve the meeting minutes as presented. Councilmember Armintor seconded the motion.

The motion was approved unanimously 3-0.

AGENDA ITEM HOT 20-022: RECEIVE A REPORT AND HOLD A DISCUSSION REGARDING DISCOVER DENTON.

Mike Pistana, Discover Denton's Vice President presented his organization's efforts during the Governor of Texas' Shelter in Place orders and the gradual reopening of our state. Discover Denton's staff shifted their focus from marketing the City of Denton as a tourism destination to creating advertising and support content for local restaurants, hotels, musicians, shops and entertainment venues. Staffing also worked with current bookings to postpone to later dates rather than cancel. Due to the lack of tourism and the unexpected departure of a few staff members, Discover Denton will have HOT savings to return to the City at the end of the contract year.

AGENDA ITEM HOT 20-023: RECEIVE A REPORT, HOLD A DISUCSSION AND PROVIDE RECOMMENDATIONS REGARDING HOTEL OCCUPANCY TAX FUNDING LEVELS AND BUDGET REQUESTS FOR PROGRAM YEAR 2021 FOR FISCAL YEAR 2020-21.

Randee Klingele made a short presentation illustrating the current year estimated fund balance as well as the FY 2020-21 projection of revenue with the budget requests from twenty-one (21) applicants. After the committee discussed needs for a strong fund balance of approximately \$1mm, direction was given to provide applicants with their current Program Year 2020 funding level for Program Year 2021 unless the requested budget is less than the current year amount.

The meeting took a short recess at 10:32 a.m. to update the HOT worksheet per the committee's direction. Meeting resumed at 10:47 a.m. The committee directed staff to apply \$8,000 to the one new applicant, Texas Veterans Hall of Fame Foundation. The committee's action plan resulted in \$2.2mm in 2021 expenditures and estimated \$1mm in fund balance.

Mayor Watts motioned the acceptance of the worksheet presented after the recess illustrating \$2.2mm in expenses including one new applicant. Motion seconded by Committee Chair Davis.

Motion passed 2-1.

AGENDA ITEM HOT20-024: RECEIVE A REPORT, HOLD A DISCUSSION AND PROVIDE RECOMMENDATIONS REGARDING SPONSORSHIP FUNDING LEVELS AND BUDGET REQUEST FOR FISCAL YEAR 2020-21.

Randee Klingele presented the committee with the eleven (11) FY2020-21 budget requests totaling \$88,750. Three organizations are rolling over current year funding to next year due to COVID-19 related cancellation of events in the total amount of \$31,803. The committee directed staff to fund nine (9) requests in full while reducing Denton County Master Gardeners Association and Kiwanis Youth Services to current year budget less the rollover amounts respectively.


Mayor Watts motioned approval of Sponsorship budget requests in the amount of \$63,372. Councilmember Armintor seconded.


Motion passed unanimously 3-0.

CONCLUDING ITEMS:

Committee requested an update on the request to change the name of the committee to Community Partnership Committee. Staff advised the request is pending in Legal and should be presented to Council in the fall as a consent agenda item.

Meeting adjourned 11:09 a.m.

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JESSE DAVIS
COMMITTEE CHAIR
CITY OF DENTON, TEXAS

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RANDEE KLINGELE
RECORDING SECRETARY
CITY OF DENTON, TEXAS