



CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE MEETING
July 18, 2024 – 5:30 PM

City Council Chambers, 803 W. Holland Avenue, Alpine, Texas 79830

1. **CALL TO ORDER.**

2. **PUBLIC COMMENTS.**

Each person in attendance who desires to speak to the City Council on an item on the agenda shall speak during this section, or at one singular agenda item. A Public Comment Card must be filled out and turned in to the City Secretary at least 5 minutes prior to the start time of the meeting. The Public Comment Card may be filled out at www.cityofalpine.com/councilcomments. Public comments may be made regarding agenda items only. Attendees must be physically present in order to address the City Council. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees. Please note that the City Council may only take action on items posted on the agenda. The Texas Open Meetings Act prohibits the Council from deliberating or taking action on an item not listed on the agenda. City Staff may ask commenters clarifying questions, respond with facts, and explain policy.

3. **PUBLIC HEARINGS.**

At this time, the Mayor will invite members of the public to address each item listed in this section. Comments made during this section are limited to the topic of each public hearing. Attendees must be physically present in order to address the City Council. Comments by proxy are not allowed. Public Comments are limited to 3 minutes per person. Unused time may not be yielded to other attendees. If more than one public hearing is being held, each person will be allowed to speak during each topic.

4. **APPROVAL OF MINUTES OF PREVIOUS BOARD MEETING**

- A. January 4, 2024 Regular Meeting Minutes. (G. Calderon, City Secretary)
- B. February 15, 2024 Meeting Minutes. (G. Calderon, City Secretary)
- C. May 16, 2024 Meeting Minutes. (G. Calderon, City Secretary)
- D. June 27, 2024 Meeting Minutes. (G. Calderon, City Secretary)

5. **DISCUSSION ITEMS**

- A. Continue review of 2024-2025 Hotel Occupancy Tax (HOT) grant applications and discuss appropriate award amounts (if any) for each application. (C. Ruggia, Chair)

6. **ACTION ITEMS.**

Action items are to be accompanied by a brief statement of facts, including where funds are coming from, if applicable. (Action items limited to 10 per meeting).

- A. Approve 2024-25 HOT grant awards for recommendation to Alpine City Council. (C. Ruggia, Chair)

7. **BOARD MEMBER COMMENTS**

8. **ADJOURN.**

CERTIFICATION

I, Geoffrey R. Calderon, do hereby certify that this notice was posted at City Hall, in a convenient and readily accessible place to the general public, and on the City website at www.cityofalpine.com/agenda pursuant to Section 551.043, Texas Government Code. The said notice was posted by 5:00 P.M. on July 12, 2024, and remained so posted for at least 72 hours preceding the scheduled time of the said meeting.

WITNESS MY HAND AND SEAL
this 12th day of July, 2024



Geoffrey R. Calderon, TRMC
City Secretary & Chief Governance Officer



**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

July 18, 2024

Agenda Item No. 4A

Department: Office of the City Secretary

Sponsor: Geoffrey R. Calderon, City Secretary

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: Approve



AGENDA ITEM

January 4, 2024 Regular Meeting Minutes. (G. Calderon, City Secretary)

EXECUTIVE SUMMARY

None.

SUPPORTING MATERIALS

- 1. 1-4-24 HOT MINUTES

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY2023- N/A
2024:
Additional Funding: N/A

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager

**CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE WORKSHOP
THURSDAY, JANUARY 4, 2024 - 5:30 P.M.
MINUTES**

1. **Call to Order** – Chris Ruggia, Chair of the Hotel Occupancy Tax Committee, called the meeting to order at 5:40 P.M. The meeting was held in City Council Chambers located at 803 West Holland Avenue, Alpine, Texas, 79830 and via Zoom video conference.

Committee Members Physical Present:

Chris Ruggia, Chair of the Committee
Larry Nichols, Place 5
Evin Hanke, Place 7
Councilor Rick Stephens, Ex-Officio

Committee Members Not Present:

Vacant, Place 1
Vacant, Place 2
Jessica Lundebly, Place 3
John Green, Place 4
Karen Sulewski, Place 6

City Staff Present via Zoom:

Megan Antrim, City Manager
Geoffrey R. Calderon, City Secretary

2. **Determination of Quorum.**

3. **Public Comments** – None.

4. **Approval of minutes of previous Board Meeting** –

- a) July 10, 2023 Meeting Minutes.
- b) November 20, 2023 Meeting Minutes.

On a motion by board member Nichols and seconded by board member Hanke to approve the minutes, the Hotel Occupancy Tax Committee unanimously voted to adopt the motion.

5. **Public Hearings** – None.

6. **Information or Discussion Items** –

- a) Discuss available sources of economic and visitor data reports.
- b) Review Hotel Occupancy Tax financial overview (projected revenue, expenses, fund balance).
- c) Examine possible areas of strategic action by the Committee.
- d) Discuss conflict of interest policy.

7. **Action Items** – None.

8. **Board Member Comments.**

9. **Next Meeting.**

- a) February 15, 2024.

10. **Adjourn (6:47 P.M.)**

**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

July 18, 2024

Agenda Item No. 4B

Department: Office of the City Secretary

Sponsor: Geoffrey R. Calderon, City Secretary

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: Approve



AGENDA ITEM

February 15, 2024 Meeting Minutes. (G. Calderon, City Secretary)

EXECUTIVE SUMMARY

None.

SUPPORTING MATERIALS

- 1. 2-15-24 HOT MINUTES

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY2023- N/A
2024:
Additional Funding: N/A

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager

**CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE WORKSHOP
THURSDAY, FEBRUARY 15, 2024 - 5:30 P.M.
MINUTES**

The Hotel Occupancy Tax Committee was unable to convene due to lack of a quorum and the meeting was cancelled.

**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

July 18, 2024

Agenda Item No. 4C

Department: Office of the City Secretary

Sponsor: Geoffrey R. Calderon, City Secretary

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: Approve



AGENDA ITEM

May 16, 2024 Meeting Minutes. (G. Calderon, City Secretary)

EXECUTIVE SUMMARY

None.

SUPPORTING MATERIALS

1. 5-16-24 HOT MINUTES

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY2023- N/A
2024:
Additional Funding: N/A

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager

CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE WORKSHOP
THURSDAY, MAY 16, 2024 - 5:30 P.M.
MINUTES

1. **Call to Order** – Chris Ruggia, Chair of the Hotel Occupancy Tax Committee, called the meeting to order at 5:37 P.M. The meeting was held in City Council Chambers located at 803 West Holland Avenue, Alpine, Texas, 79830 and via Zoom video conference.

Committee Members Physical Present:

Chris Ruggia, Chair of the Committee
Heidi Wasserman, Place 6
Evin Hanke, Place 7
Councilor Rick Stephens, Ex-Officio

Committee Members Not Present:

Vacant, Place 1
Vacant, Place 2
Jessica Lundeby, Place 3
Karen Sulewski, Place 6

Committee Members Virtually Present:

John Green, Place 4

City Staff Present via Zoom:

Megan Antrim, City Manager
Geoffrey R. Calderon, City Secretary

2. **Determination of Quorum.**

3. **Public Comments** – None.

4. **Approval of minutes of previous Board Meeting** –

- a) July 10, 2023 Meeting Minutes.
- b) November 20, 2023 Meeting Minutes.

On a motion by board member Nichols and seconded by board member Hanke to approve the minutes, the Hotel Occupancy Tax Committee unanimously voted to adopt the motion.

5. **Public Hearings** – None.

6. **Information or Discussion Items** –

- a) Review 2024 Hotel Occupancy Grant Guidelines.
- b) Review Council Discussion on Committee policies.
- c) Review market research reports.
- d) Discuss possible areas of strategic action and procedures to evaluate project ideas for funding and implementation.

7. **Action Items** – None.

8. **Board Member Comments.**

9. **Adjourn (6:54 P.M.)**

**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

July 18, 2024

Agenda Item No. 4D

Department: Office of the City Secretary

Sponsor: Geoffrey R. Calderon, City Secretary

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: Approve



AGENDA ITEM

June 27, 2024 Meeting Minutes. (G. Calderon, City Secretary)

EXECUTIVE SUMMARY

None.

SUPPORTING MATERIALS

- 1. 6-27-24 HOT MINUTES

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY2023- N/A
2024:
Additional Funding: N/A

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager

CITY OF ALPINE
HOTEL OCCUPANCY TAX COMMITTEE WORKSHOP
THURSDAY, JUNE 27, 2024 - 5:30 P.M.
MINUTES

1. **Call to Order** – Chris Ruggia, Chair of the Hotel Occupancy Tax Committee, called the meeting to order at 5:31 P.M. The meeting was held in City Council Chambers located at 803 West Holland Avenue, Alpine, Texas, 79830 and via Zoom video conference.

Committee Members Physical Present:

Chris Ruggia, Chair of the Committee
Joanna Laxton, Place 5
Heidi Wasserman, Place 6
Evin Hanke, Place 7
Councilor Rick Stephens, Ex-Officio

Committee Members Virtually Present:

John Green, Place 4

Committee Members Not Present:

Vacant, Place 1
Vacant, Place 2
Jessica Lundeby, Place 3
Karen Sulewski, Place 6

City Staff Present:

Heather Yadon, Visitor Center Coordinator
Megan Antrim, City Manager - *Virtually*
Geoffrey R. Calderon, City Secretary - *Virtually*

2. **Determination of Quorum.**

3. **Public Comments** – None.

4. **Approval of minutes of previous Board Meeting** – None.

5. **Public Hearings** – None.

6. **Discussion Items** –

- a) Preliminary review of 2024-2025 HOT Grant Applications. (C. Ruggia, Chair)

7. **Action Items** – None.

8. **Board Member Comments.**

9. **Adjourn (7:46 P.M.)**

**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

July 18, 2024

Agenda Item No. 5A

Department: Board

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: None



AGENDA ITEM

Continue review of 2024-2025 Hotel Occupancy Tax (HOT) grant applications and discuss appropriate award amounts (if any) for each application. (C. Ruggia, Chair)

EXECUTIVE SUMMARY

On June 27, 2024, the Board met and held a preliminary discussion regarding funding amounts for the 2024-2025 Hotel Occupancy Tax Grants. The updated spreadsheet is attached as backup information, and the board will hold a discussion regarding the sufficiency of award amounts.

SUPPORTING MATERIALS

- 1. 2024-2025 HOT Funds - Recommendation Worksheet

BUDGET CONSIDERATIONS

See spreadsheet with current proposed funding amounts.

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager

2024-2025 HOT Grant Recommendation Worksheet												
Organization	Complete Application	Event Name	Civic Center Use	Advertising	Promotion of the Arts	Historical Resto.	Sporting Events	Transportation	Total	2023-24 Request	2023-24 Award	
Big Bend Film Commission	NO	Big Bend Film Commission								\$26,000	\$22,050	
Family Crisis Center of the Big Bend	X	Cowboy Dance		\$500	\$2,500				\$3,000	\$2,000	\$2,000	
Sul Ross College Rodeo	X	Sul Ross College Rodeo					\$15,000		\$15,000	\$15,000	\$15,000	
Big Bend Ranch Rodeo	X	Big Bend Ranch Rodeo					\$20,000		\$20,000	\$20,000	\$15,000	
Big Bend Blue Grass Association	X	Annual Big Bend BG Fest.		\$10,000	\$15,000				\$25,000	\$25,400	\$22,400	
Historic Alpine, Inc.	NO	Downtown Historic District								NEW	NEW	
Alpine's Gallery Night, Inc.	X	Artwalk Alpine		\$25,000	\$20,000				\$45,000	\$45,000	\$35,000	
Alpine's Gallery Night, Inc.	X	Spirits of the West Wine and Beef Fest		\$16,000	\$11,500				\$27,500	\$27,500	\$23,550	
Guitar in the Big Bend	X	Guitar in the Big Bend		\$6,500	\$4,000				\$10,500	NEW	NEW	
Museum of the Big Bend	X	Museum of the Big Bend		\$25,000					\$25,000	\$25,000	\$20,000	
Museum of the Big Bend	X	38th Annual Trappings of Texas		\$25,000					\$25,000	\$25,000	\$20,000	
Museum of the Big Bend	X	Museum of the Big Bend (Signage)				\$25,000				NEW	NEW	
Alpine Historical Association	X	Holiday Historic Homes Tour/Christmas in Alpine Stroll/Wass		\$10,000	\$5,000	\$5,000		\$2,000	\$22,000	\$138,000	\$5,500	
Bienvenido Big Bend	NO	Social Media Content Creation								NEW	NEW	
Alpine Independent School District	X	AHS Alumni Events		\$4,000			\$6,000		\$10,000	NEW	NEW	
Alpine Independent School District	X	Kokernot Field				\$30,000	\$50,000		\$80,000	\$45,000	\$45,000	
Alpine Community Projects	X	Alpine's 4th of July Celebration		\$4,000	\$2,000.00				\$6,000	\$6,250	\$6,600	
Big Bend Community Baseball & Softball DBA A	X	Alpine Cowboys Baseball		\$15,000		\$10,000	\$15,000		\$40,000	\$34,000	\$20,000	
Viva Big Bend	X	Viva Big Bend		\$19,000	\$15,000			\$1,000	\$35,000	\$35,000	\$35,000	
Nadine Manhart	X	TXtour90		\$5,000	\$5,000				\$10,000	NEW	NEW	
The Magical Warehouse	X	Alpine Comic Con		\$10,000	\$20,000				\$30,000	NEW	NEW	
Center for Big Bend Studies	X	30th Annual CBBS Conference		\$4,000	\$4,000				\$8,000	"NEW"	"NEW"	
The Ritchey	X	Back Deck for Upstairs Ritchey Concert Hall		\$500	\$1,000	\$20,500			\$22,000	NEW	NEW	
Lone Star Cowboy Poetry Gathering	X	Lone Star Cowboy Poetry Gathering	\$400	\$38,000	\$18,000		\$3,000	\$2,000	\$61,400	\$72,400	\$50,400	
Historic Alpine, Inc.	NO	Alpine Ghost Tours										
Theatre of the Big Bend	X	Kokernot Outdoor Theatre		\$25,000					\$25,000	\$40,000	\$20,000	
				\$400	\$242,500	\$123,000	\$90,500	\$109,000	\$5,000	\$545,400	\$400,000	Total Availab
										\$145,400	Requests be	
					City Music \$5,000							
					Film Rebate Program \$10,000							
					Total \$15,000.00							
					15% (MAX) \$93,750	\$93,750	15% (MAX)					
					Total Arts \$ available for grants \$78,750	\$93,750	Total Historical \$ available for grants					
						\$44,250						

**HOTEL OCCUPANCY TAX COMMITTEE AGENDA ITEM
REPORT**

July 18, 2024

Agenda Item No. 6A

Department: Board

Sponsor: Chris Ruggia, Director of Tourism

Memo Prepared By: Geoffrey R. Calderon, City Secretary

Staff Recommendation: None



AGENDA ITEM

Approve 2024-25 HOT grant awards for recommendation to Alpine City Council. (C. Ruggia, Chair)

EXECUTIVE SUMMARY

Based on the discussion at the meeting, the board will modify the worksheet and make a recommendation to the City Council regarding the expenditure of the 2024-2025 Hotel Occupancy Tax Grant Awards.

SUPPORTING MATERIALS

None

BUDGET CONSIDERATIONS

Expenditure Required: N/A
Savings Anticipation: N/A
Current Budget FY2023- N/A
2024:
Additional Funding: N/A

APPROVERS

Alex Tackett, Records Clerk
Geoffrey R. Calderon, City Secretary
Megan Antrim, City Manager