



TOURISM BOARD REGULAR MEETING

CITY OF BAY CITY

Monday, August 05, 2024 at 4:00 PM
COUNCIL CHAMBERS | 1901 5th Street

Vision Statement

Through a united and collaborative effort, we seek to grow the City of Bay City with a diverse culture that is proud to call Bay City home. We envision a thriving family-centered community where citizens are involved in the future development of our city. We desire our citizens to work, play, worship, and shop in the community in which we live. Visitors are welcomed and encouraged to enjoy the friendly environment and amenities the citizens and business owners have created together.

AGENDA

CALL TO ORDER

PUBLIC COMMENTS

ACCEPT MEETING MINUTES

TOURISM MANAGERS REPORT

REGULAR ITEMS FOR CONSIDERATION AND/OR APPROVAL

1. **Report of Day of the Dead Committee.** *Samantha Denbow, Communications and Cultural Arts Director*
2. **Receive report of Matagorda County Eco-Tourism Partnership.** *DC Dunham, Board Member*
3. **Receive report on the Art committee.** *Amanda Garcia, Committee Chair*
4. **Review, discuss, and or approve the Tournament on the Bay Event Sponsorship Application.** *Samantha Denbow, Communications and Cultural Arts Director*
5. **Discuss possible ideas for logo and branding of Tourism Department.** *Samantha Denbow, Communications and Cultural Arts Director*

ITEMS / COMMENTS - MEMBERS

ADJOURNMENT**CERTIFICATION OF POSTING**

This is to certify that the above notice of a Regular Called Tourism Board Meeting was posted on the front window of the City Hall of the City of Bay City, Texas on **Friday, AUGUST 2, 2024 before 4:00 p.m.** Any questions concerning the above items, please contact Communications and Cultural Arts Director at (979) 245-6931.

AGENDA NOTICES:Bay City Tourism Council:

The Bay City Tourism Council serves as an advisory body to City Council and the Mayor. Therefore, although the Bay City Tourism Council does not fall under the purview of the Texas Open Meetings Act, its meetings shall be open to members of the public.

Attendance by Other Elected or Appointed Officials:

It is anticipated that members of other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that board, commission or committee subject to the Texas Open Meetings Act.

The facility is wheelchair accessible and accessible parking spaces available. Request for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact the City Secretary's Office at 979-245-5311 or email, jthompson@cityofbaycity.org for further information.

Samantha Denbow

Communications and Cultural Arts Director



AGENDA ITEM 1

To: Tourism Advisory Council

From: Samantha Denbow, Communications and Cultural Arts Director

Subject: Update on the Day of the Dead Festival Planning

Date: August 1, 2024

The Day of the Dead Planning Committee met on July 31, 2024. We have most Manager roles filled.

We made the following changes

1. Saturday start time is now 4pm. We are shortening the time, not the experience.
2. Reducing ticket prices. There were complaints about the prices. We are setting one flat fee for ages 13+ of \$10. 12 and under are free. E-tickets will sell for \$8 before and throughout the event. By making entry more affordable, more people are more likely to attend and have more money to spend inside the festival.
3. Reducing vendor fees. Since we are not covering two mealtimes, we will reduce the space fees. Electricity will still be the same additional fee. Vendors who have already paid will receive a refund for their overage or be able to apply their payment for next year.

The Interim City Manager has agreed to a payment arrangement for City staff who work the event. This should help secure more people to work this year and continue helping in future years.

We are less than 100 days out and have a good handle on the planning.



AGENDA ITEM 5

To: Tourism Advisory Council

From: Samantha Denbow, Communications and Cultural Arts Director

Subject: Receive Update on Matagorda County Eco-Tourism Partnership

Date: July 31, 2024

DC Dunham, Board Member, will provide an update on the Matagorda County Eco-Tourism Partnership subcommittee.



AGENDA ITEM 3

To: Tourism Advisory Council

From: Samantha Denbow, Communications and Cultural Arts Director

Subject: Receive Update on Art Committee

Date: July 31, 2024

Amanda Garcia, Art Committee Chair, will provide an update on the Art subcommittee.

VISIT BAY CITY TX
EVENT SPONSORSHIP APPLICATION FORM

Today's Date: 7/19/2024 15:14:33

Name of Organization: Bay City High School volleyball

Contact Name: Lawayne Siegert

Phone Number: 409.988.3494

Purpose of your organization: Developing young women to succeed through competition, teamwork, and moral character.

Which categories apply to your request?

Sporting Event Expenses that Substantially Increase Economic Activity at Hotels

Name of Event: 3rd Annual Tournament on the Bay

Date of Event: August 22nd-24th, 2024

Location of Event: Bay City High School/ Tidehaven High School

Amount Requested: \$3,000

How will the funds be used: The funds will be used to purchase supplies for the maintenance of the tournament and paying the workers involved in the tournament

Primary Purpose of Project: Developing young women to succeed through competition, teamwork, and moral character.

Expected Attendance or Teams if Sporting Event: The tournament is a 24 team format, with 19 of the teams residing outside of Matagorda county.

Will you reserve a room block for this Project at an area hotel, and if so, for how many rooms and at which hotels?

I have worked special rates through Best Western, Fairfield Inn, Comfort Inn, Hampton Inn, and Holiday

Inn. The Tournament on the Bay is not blocking off any rooms, as each team will be responsible for procuring their own rooms.

What promotion efforts will you utilize:

Internet

Other Notes:

Yes. 2 prior years. Expected attendance including participants will be approximately 750 people. There will be approximately 100 rooms booked for a 2 night stay, equaling in the range of 200 rooms. A few teams may come in earlier, increasing that total to 225 rooms



AGENDA ITEM 5

To: Tourism Advisory Council

From: Samantha Denbow, Communications and Cultural Arts Director

Subject: Logo and Branding for Tourism Department

Date: July 31, 2024

The Visitor Guides and a new Tourism website are in the works. We are working with Julie Bustamante of Design Scottsdale on both projects.

An integral part of these projects will be updating the logo and branding of Visit Bay City before more work is done.

Updating our logo presents an opportunity to enhance our city's relevance as a must-see destination. Our current logo has served us in the transition to new branding. As our logo represents our image and who we are, it is crucial that we update this immediately.

We are asking the board to provide ideas on what they would like to see in the new logo. I will take those ideas back to Julie to create options. A special meeting may be called to vote on the logo.