



CITY OF BAY CITY

Tourism Board Regular Meeting

MINUTES

Lillie Norris

FEBRUARY 03, 2021

3:30 PM

COUNCIL
CHAMBERS | 1901
5th Street

1901 5TH STREET
BAY CITY TX, 77414

CALL TO ORDER

Meeting called to order at 3:32 PM.

ACCEPT MEETING MINUTES

Minutes from July 22, 2020 meeting were reviewed. Motion made by Sue Crow, second by Pam Oliver. None opposed, motion carries.

REVIEW FINANCIALS

Revenue projections are lower this year. Current revenue for this period sitting at 55k, seems off but this is due to the timing of the hotel receipts. Invoices are being processed, not reflected in the financials. THLA invoice for \$4900. and logo design company paid monthly. No money coming out of travel and training at the moment due to Covid-19, potential to see that change next year. Concert series stay the same for the months to come with the event happening late in the year. Waiting on some post event reports to move money out of sponsorship application account. More movement to be expected in the coming months as projects kick off.

Motion made by Nic Perez to accept the financials, second by Pam Oliver, with non opposed the motion carries.

REGULAR ITEMS FOR CONSIDERATION AND/OR APPROVAL

1. Review and Discuss progress on Logo and Branding Campaign.

Ms. Martinez discussed the progress of the logo and tagline with Rhyme & Reason. The name the Tourism Department will take is Bay City Matagorda County. Creative brief discussed among the Tourism Council members.

2. Review, Discuss and/or approve the Visit Bay City Matagorda County marketing video.

Tourism Manager played the marketing video filmed in Bay City and Matagorda. Plans to capture footage in Sargent and Palacios were emphasized. Filming takes much more time than anticipated and will be sure to schedule plenty of time to gather

remaining parts for marketing all of our assets. Members discussed having short clips filmed of beach waves, birds, serene views of the county. Also film the area festivals and activities. Decide where these commercials will be played. Nic Perez suggested putting together a marketing committee to make these decisions.

Marketing committee - Pam Oliver, Raleigh Conklin, Sue Crow and Shea Ingram

3. Discuss and/or Approve locations of additional Bird Blinds accessible to the public.

Several options on where the next bird blinds can be placed. Palacios birding park on hold at the moment. Having difficulty locating carpenters to build the bird blinds. Bird Blind design needs some tweaking. Becca Sitz will have Bob Friedrichs get in touch with Tourism Manager, Heidi Martinez.

4. Receive an Update on construction of Digital Sign at the Bay City Civic Center.

Capital Fund Project that was approved during the budget cycle last year is ready to begin. Ms. Martinez asked members to look on page 8 to view the sign. The digital sign will be built at the Bay City Civic Center. Tourism Manager researched and asked for a design with an architectural component. A typical digital sign design and one with an architectural design, both at the same price - Ms. Martinez pitched the architectural piece to council and they agreed to move forward. The sign completion will go along with the logo and tagline from the Tourism Department as this will be in the sign as well. Details of software, TxDot approval, electricity, wind, weather and lightning strikes were discussed.

5. Discussion regarding Local Awareness Campaign.

Ideas to begin a local awareness campaign were considered. A Love Where You Love logo designing contest was an idea Ms. Martinez thought would be a good start. Coordinating with Krystal Mason in the Public Works Department to begin the process. Tourism Manager to look into this further.

6. Event Committee Update.

Event committee held a meeting on January 25th. Main topics were preparing a layout with socially distant friendly activities, proper signage to promote safety, and potentially scaling down the event. Also talked about the possibility that once more people receive their Covid-19 vaccination that more events may be likely.

7. Arts & Culture Committee Update.

Contracts ready to be signed for Blackcat Mural. Approval of Blackcat and slogan 'Blackcat Fight Never Dies' received from Bay City Independent School District Board of Trustees. Building Owner, Jeremy Rooth, business a 24/7 Fitness Center.

Another Mural in the works to be painted in the Downtown Historic District.

TOURISM MANAGERS REPORT

Tourism Manager passed around advertising materials, new love where you live designs, Riverside Park marketing going well, Tall Tales mural complete as well as Joe DeLoach Statue was successfully installed at Bay City High School.

ITEMS / COMMENTS - MEMBERS

Members inquired when and if Rotary concert is happening. Sue Crow asked to look into having event for Joe DeLoach.

PUBLIC COMMENTS

None

ADJOURNMENT

Meeting adjourned at 4:56 PM

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, MONTH DAY, 202Y before 7:00 p.m.** Any questions concerning the above items, please contact Mayor Robert K. Nelson at (979) 245-2137.

AGENDA NOTICESBay 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, dholumbec@cityofbaycity.org for further information.