



# TOURISM ADVISORY COUNCIL REGULAR MEETING CITY OF BAY CITY

Monday, June 9, 2025 at 4:00 PM

COMMUNICATIONS AND CULTURAL ARTS OFFICE | 1112 7TH Street

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## MINUTES

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### CALL TO ORDER

Meeting was called to order by Samantha Denbow at 4:05 pm  
Members present: DC Dunham, Amanda Garcia, Jessica Shepard  
Members absent: Celeste Cash, Whitney Milberger

### PUBLIC COMMENTS

No public comments.

### APPROVAL OF MINUTES

Tabled by Samantha Denbow to be presented at future meeting.

### AGENDA ITEMS

1. Presentation of Datafy Demo  
Lauren Wegman with AJR Media/Datafy provided a demo of Datafy.
2. Update on HOT Tax Sponsorship Program  
Samantha Denbow provided an update on the newly implemented annual review of HOT Tax Sponsorships.
3. Consider Pending HOT Tax Sponsorship Applications  
Jessica Shepard motioned to approve up to \$5,000 for Taste of Palacios (out of FY2026 budget) contingent upon submission of eligible receipts. Amanda Garcia seconded the motion. Motion passed. Max amount includes a marketing package from Design Scottsdale.  
  
DC Dunham motioned to approve up to \$3,000 for CAST (out of FY2025 budget) contingent upon submission of eligible receipts. Jessica Shepard seconded the motion. Motion passed.
4. Update on the 2025 Dia De Los Muertos Festival  
Amanda Garcia provided an update on the planning of the 2025 festival. Event will include a Tejano Concert and Dance on October 31 and the traditional festival on November 1.
5. Update on Birding Capital of Texas Designation  
Samantha Denbow shared that SCR 30 designating Matagorda County as the Birding Capital of Texas had passed the state legislature and was pending signature by the Governor. Samantha shared that a reception would be held later in the year.
6. Update on Tourism Friendly Certification  
Samantha Denbow shared that Tina Israel and her had been working on completing the certification process.

**TOURISM MANAGER UPDATE**

Samantha Denbow provided the Tourism Manager update.

**ADJOURN**

Meeting adjourned at 5:00 pm

**PASSED AND APPROVED**, this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

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Samantha Denbow  
Ccommunications & Cultural Arts Director