



TOURISM ADVISORY COUNCIL REGULAR MEETING CITY OF BAY CITY

Monday, July 7, 2025 at 4:00 PM

COMMUNICATIONS AND CULTURAL ARTS OFFICE | 1112 7TH Street

COUNCIL MEMBERS

MINUTES

CALL TO ORDER

Meeting was called to order by Samantha Denbow at 4:01 pm.

Members present: DC Dunham, Amanda Garcia, Whitney Milberger, Jessica Shepard, Chrystal Folse, Celeste Cash

Members absent: Liza Lara

PUBLIC COMMENTS

None.

AGENDA ITEMS

1. Welcome New Members
Samantha Denbow welcomed and introduced new members Chrystal Folse (present) and Liza Lara(absent).
2. Discuss 2025 Texans Football Yearbook Advertising Options
Samantha Denbow shared prospective advertising opportunity for feedback from board members. A half-page ad for \$5,500 in the 2025 Houston Texans Yearbook. Members discussed the idea including ideas to have a trackable QR Code and advertise for men and women. Chrystal Folse motioned for Samantha to pursue the advertisement. Whitney Milberger seconded the motion. Motion carried.
3. Consider HOT Tax Sponsorship Applications for FY26
Samantha Denbow presented the HOT Tax Sponsorship Applications for FY26. Board members reviewed each application separately.
 - Jessica Shepard motioned approval of up to \$3,000 for the Christmas Bird Count. Celeste Cash seconded the motion. Motion passed.
 - DC Dunham motioned approval of up to \$3,000 for CAST 2025 4th quarter and 2026 1st-3rd quarter productions. Whitney Milberger seconded the motion. Motion passed.
 - DC Dunham motioned approval of up to \$5,000 for the Bay City Classic Soccer Tournament. Jessica Shepard seconded the motion. Motion passed.
 - DC Dunham motioned approval of up to \$5,000 for the Gulf coast Classic Soccer Tournament. Jessica Shepard seconded the motion. Motion passed.
 - Jessica Shepard motioned approval of up to \$5,000 for the Matagorda Bay Birdfest. Chrystal Folse seconded the motion. Motion passed.
 - Chrystal Folse motioned approval of up to \$5,000 for the District 2S4 Lions Convention. Amanda Garcia seconded the motion. Motion passed.

- Jessica Shepard motioned approval of up to \$5,000 for the Rice Festival. DC Dunham seconded the motion. Motion passed.

TOURISM MANAGER UPDATE

Samanthe Denbow provided updates for the department covering the recent editorial in Texas & Bays, list of incentives for HOT Tax Applications with suggestions from board members, and the Tribune's Visitor Guide.

ADJOURN

Meeting adjourned at 4:48 pm.

PASSED AND APPROVED, this ____ day of _____.

SAMANTAH DENBOW
COMMUNICATIONS & CULTURAL ARTS DIRECTOR