

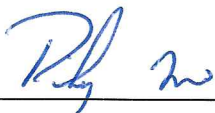
Cameron Tourism Board Meeting
SEPTEMBER 12, 2023
City of Cameron City Hall 3rd Floor
100 S Houston St, Cameron, Texas 76520
5:00 P.M.

Notice is hereby given that a meeting of the Cameron Tourism Board of Cameron, Texas will be held on Tuesday, September 12, 2023, at 5:00PM.

AGENDA:

1. Call to order
2. Visitors Comments
3. Approve Minutes from August 10, 2022 Meeting.
4. Discuss and Possibly Take Action on Financials
5. Discuss and Possibly Take Action on 2022 – 2023 Projects and Past Due Reports
 - a. Chamber of Commerce
 - i. Steak, Stein & Wine Festival
 - ii. March Spring Festival
 - iii. Visitor Guide
 - iv. Texas Hotel & Lodging Association Dues
6. Discuss and Possibly Take Action on Applications for 2023 – 2024 Budget Year
7. Discuss and Possibly Take Action on Contract for Tourism Director for 2023-2024
8. Discuss and Possibly Take Action on 2023 – 2024 Tourism Budget
9. Adjourn

*The Cameron Tourism Advisory Board will announce it will go into Executive Session, if necessary, pursuant to Chapter 551 of the Texas Government Code to receive advice from Legal Counsel, to discuss matters of land acquisition, litigation, and personnel matters as specifically listed on the meeting agenda.



Ricky Tow, City Manager

I certify that this agenda was posted on the bulletin board outside City Hall, 100 South Houston Avenue, Cameron Texas, on the 8th day of September 2023 at or before 5:00 p.m. I further certify that the news media was properly notified of this meeting as stated above.

THIS BUILDING IS WHEELCHAIR ACCESSIBLE. HANDICAP PARKING AVAILABLE



Cameron Tourism Board Meeting
August 10, 2022
City of Cameron City Hall 3rd Floor
100 S Houston St, Cameron, Texas 76520
5:30 PM

Notice is hereby given that a meeting of the Cameron Tourism Board of Cameron, Texas will be held on **Wednesday, August 10th, 2022, at 5:30PM.**

AGENDA:

1. Call to order
2. Visitors Comments
 - a. HOT Fund Grant applicants to present their projects
3. Approve Minutes from June 8, 2022 Meeting
4. Review Current Financial Report
5. Discuss/Approve - Tourism Director Contract
6. Discuss/Approve - HOT Grant Applications
 - a. Review all submitted applications
 - b. Recommend projects to fund to City Council
7. Discuss/Approve - 2022-23 Budget
8. Discuss/Approve - Year-Round Application Process
9. Discuss Film Friendly City Recognition
10. Adjourn

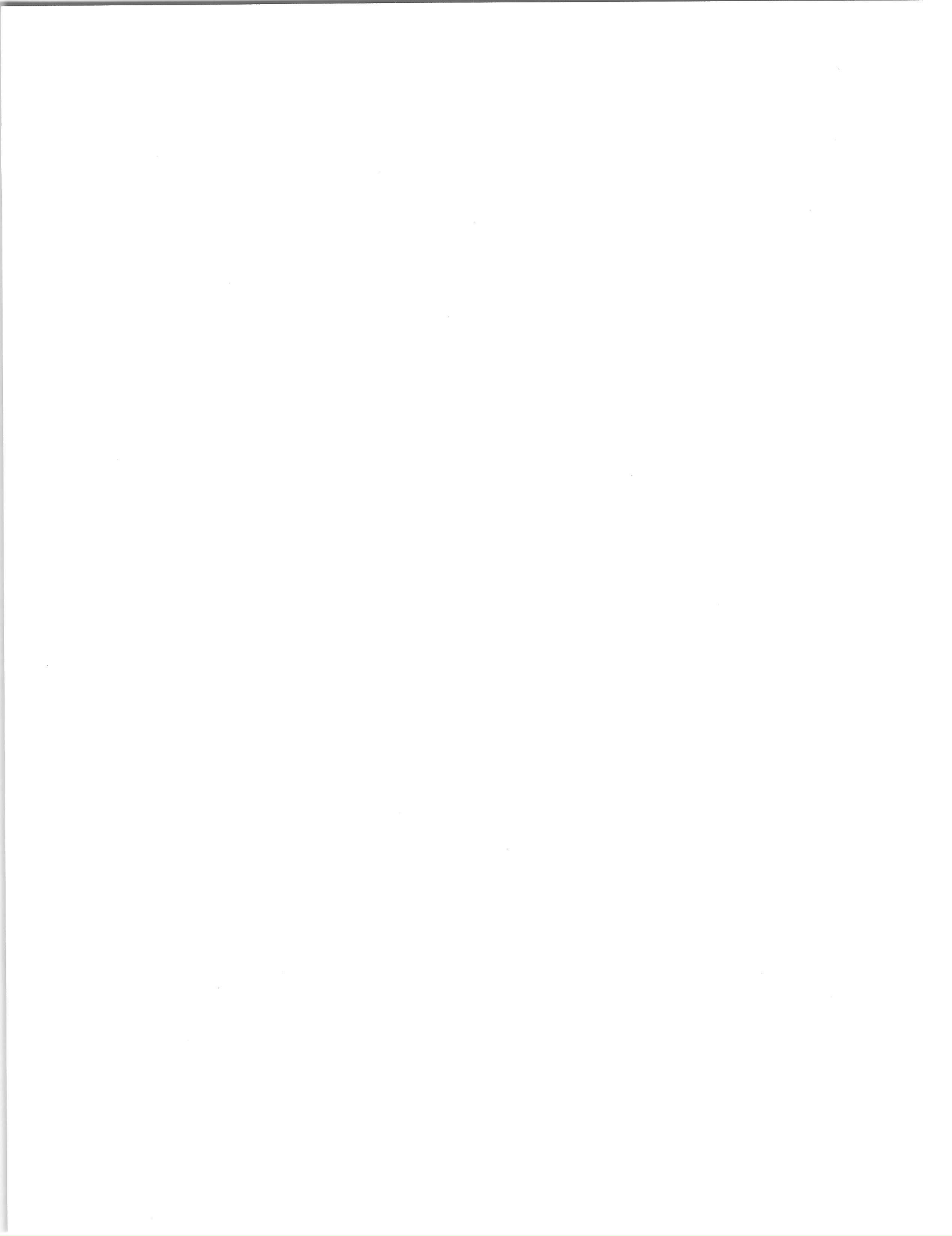
*The Cameron Tourism Advisory Board will announce it will go into Executive Session, if necessary, pursuant to Chapter 551 of the Texas Government Code to receive advice from Legal Counsel, to discuss matters of land acquisition, litigation, and personnel matters as specifically listed on the meeting agenda.

Erin Bradley, Tourism Board Chair

Amy Harris, City Secretary

I certify that this agenda was posted on the bulletin board outside City Hall, 100 South Houston Avenue, Cameron Texas, on the ___ day of _____ at or before 5:00 p.m. I further certify that the news media was properly notified of this meeting as stated above.

THIS BUILDING IS WHEELCHAIR ACCESSIBLE. HANDICAP PARKING AVAILABLE



Cameron Tourism Board Meeting Minutes – August 10, 2022

1. Call to Order
 - a. Members present were Erin Bradley, Micah Holcombe, Franci Denio, Pat Foster, Roxane Witte, Nil Bhakta, Melanie Reed and Ricky Tow (City Manager). Absent was Loretta Walthall.
2. Visitors Comments
 - a. Virgie Hardeman shared information on the OJ Thomas Alumni Association's application for HOT Funds. She highlighted that the building needing roof repair does have a historical marker and that the building is used to host out of town visitors as well as local activities like after school classes.
3. Approve Minutes from June 8, 2022, Meeting
 - a. Pat moved to approve; Melanie seconded. All voted to approve, except Ricky abstained.
4. Review Current Financial Report
 - a. Reviewed the current balance (\$132,990), projected annual revenue (\$41,022) and projected balance as of Sept 30th (\$143,247). Ricky shared that Quality Inn's tax revenue may not have been included in the June financials.
5. Discuss / Approve - Tourism Director Contract
 - a. Discussion:
 - i. Nil questioned if the funds spent on the tourism director salary from May 1st to October 1st were approved by our Board. Ricky was to research from the City's point of view.
 - ii. Nil expressed concern that there has been no impact from the investment into the tourism director position. He feels there has been no return for the hotel & motel industry over the past five years or more.
 - iii. Melanie, Micah, and Roxane shared their thoughts in support of the tourism impact of the role over the past 5 years. As Chamber President, Micah spoke to the growth of Tourism through the Chamber over the past 5 years as the job description has duties to both the Chamber and tourism.
 - iv. Franci countered that the \$13,750 investment is worth the return, but we do need to work harder as a group to achieve tourism goals. Erin stated that without the role, there would be no one to take ownership of leading tourism in Cameron.
 - v. Nil advocated for taking more time to study the contract in detail. Ricky shared that the City will adopt the fiscal budget in the second September meeting, so we are on a timeline to approve the budget.
 - b. Pat moved to approve the contract and funding; Roxane seconded. Motion passed with Pat, Roxane, Franci, Micah & Erin for and Nil against. Melanie abstained.
6. Discuss/Approve - HOT Grant Applications

- a. Discussion:
 - i. Nil expressed concern that previously funded events have not generated heads in beds. Melanie shared some examples of heads in beds but shared she did not have accurate reporting from the hotels.
 - ii. Ricky recommended that prior to events, the event host reach out to hotels for a block rate for tracking purposes. Then, hotels and event hosts can share impact after events. Reed stated blocks are requested of the hotels, but improvements can be made with after event impacts.
 - iii. Erin shared that post-event reports are required for event hosts to receive HOT fund reimbursement. In the future, she will work with the city to have post-event reports emailed to the Board Chair and the Board Chair will share out to the tourism board. She will also start a spreadsheet to create a log of post-event numbers as reports come in.
 - iv. The board reviewed details of applications and voted to fund projects according to the attached spreadsheet:
 1. All Previously Funded Events: Nil motioned to approve; Franci seconded. Approved unanimously except for Melanie, Micah, and Erin who abstained.
 2. Explore Cameron Visitors Guide: Franci motioned; Roxane seconded. Approved unanimously.
 3. Art Walk: Micah wished they asked for more money. Micah motioned; Franci seconded. Approved with Micah, Franci, Erin, Pat, Roxane for and Nil against.
 4. OJ Thomas Alumni: F Denio made motion to approve funding, Second M Reed; Approved unanimously.
 5. Spring Festival: Franci motioned; Pat seconded. Approved unanimously.
 6. Marketing Budget: R Witte made motion to approve marketing budget, F Denio second: Approved unanimously.
 - v. Decision on the Cameron Fun Fest application was tabled until the next meeting. Board members requested more information on the event plan, how the funds would be spent, and plans to promote the event.
7. Discuss/Approve - 2022-23 Budget
 - a. Tabled until next meetings as the Board did not complete review of all applications.
8. Discuss/Approve - Year-Round Application Process
 - a. Tabled until next meeting.
9. Discuss - Film Friendly City Recognition
 - a. Ricky believes that Cameron has already completed the actions required to become a Film Friendly City. He will research with the city to confirm.
10. Meeting Adjourned

C I T Y O F C A M E R O N

FINANCIAL STATEMENT

FOR THE MONTH ENDING: SEPTEMBER 30TH, 2023

08 -ROOM OCCUPANCY TAX FUND

REVENUES

ACCOUNT	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	PERC. BUDGET	BUDGET BALANCE
40100 HOTEL/MOTEL OCCUP TAX REV	41,000.00	0.00	57,912.14	141.25	(16,912.14)
40110 HOTEL/MOTEL TAX REMAINDER	0.00	0.00	0.00	0.00	0.00
40115 HOTEL INTEREST INCOME	1,000.00	0.00	6,664.33	666.43	(5,664.33)
40401 EST BANK BAL OCT. 1	140,000.00	0.00	133,517.45	95.37	6,482.55
TOTAL REVENUES	182,000.00	0.00	198,093.92	108.84	(16,093.92)

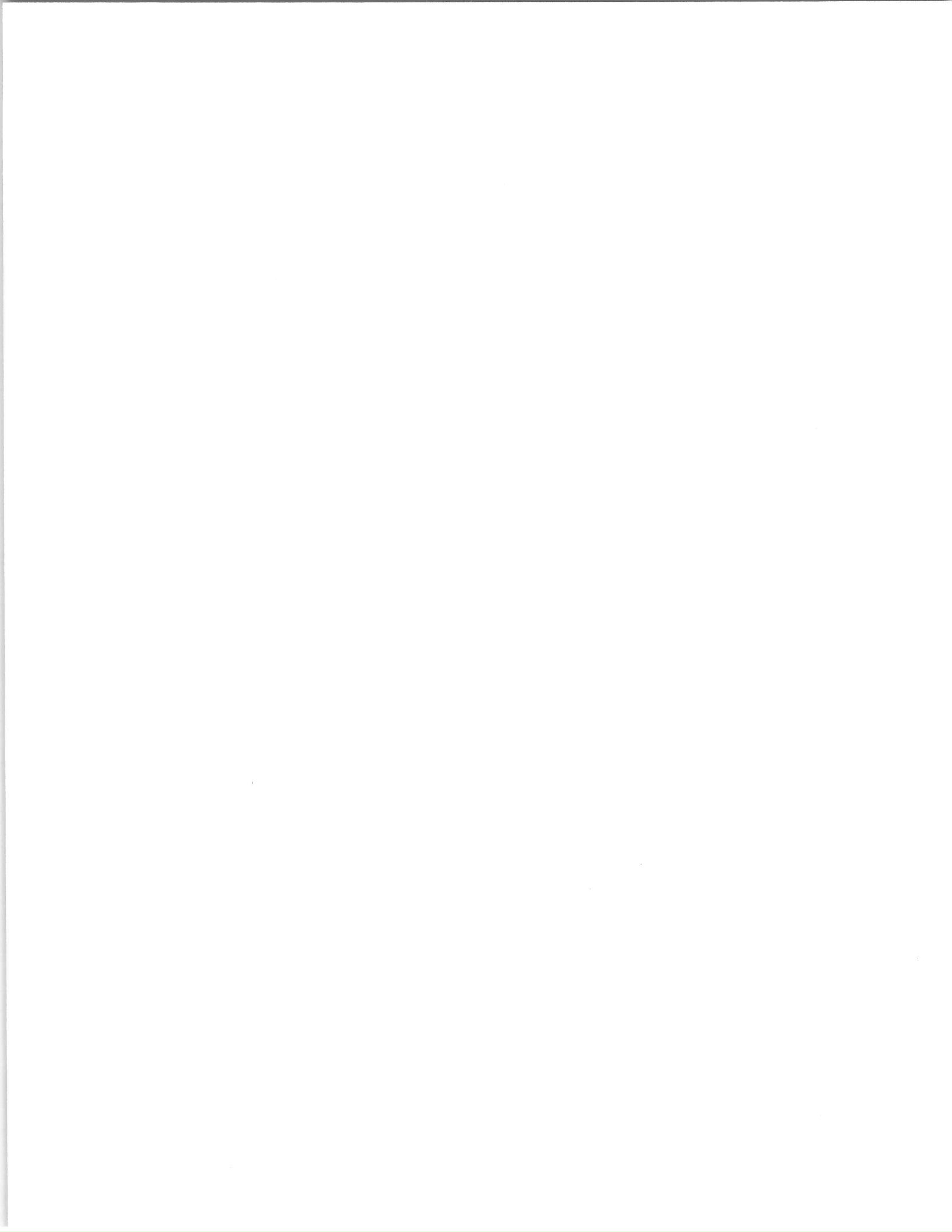


FOR THE MONTH ENDING: SEPTEMBER 30TH, 2023

08 -ROOM OCCUPANCY TAX FUND

EXPENSES

ACCOUNT	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	PERC. BUDGET	BUDGET BALANCE
50-UNSPECIFIED					
55000 PURCHASES	0.00	0.00	0.00	0.00	0.00
55008 CAMERON TOURISM ADVISORY	58,945.00	166.27	29,241.27	49.61	29,703.73
55010 RETAIL DIRECTOR SALARY	13,750.00	13,750.00	13,750.00	100.00	0.00
DEPARTMENT TOTALS	72,695.00	13,916.27	42,991.27	59.14	29,703.73
FUND TOTAL EXPENSES	72,695.00	13,916.27	42,991.27	59.14	29,703.73
FUND TOTAL PROFIT (LOSS)	109,305.00	(13,916.27)	155,102.65	141.90	(45,797.65)





Last statement: July 31, 2023
 This statement: August 31, 2023
 Total days in statement period: 31

CITY OF CAMERON
 TOURISM FUND 08
 PO BOX 833
 CAMERON TX 76520-0833

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Direct inquiries to:
 254-697-6461

Classic Bank, NA
 P O Box 835
 Cameron TX 76520

CALL CLASSIC BANK'S 24/7 BANK BY PHONE 1-866-421-2289 CHECK BALANCES,
 TRANSFER FUNDS, REVIEW WITHDRAWAL HISTORY

Public Funds NOW

Account number	0078276623	Beginning balance	\$163,872.34
Enclosures	5	Total additions	8,804.63
Low balance	\$164,297.83	Total subtractions	2,399.00
Average balance	\$166,950.79	Ending balance	\$170,277.97
Avg collected balance	\$166,767		
Interest paid year to date	\$5,206.89		

CHECKS

Number	Date	Amount	Number	Date	Amount
532	08-22	2,350.00			
534 *	08-30	49.00			

* Skip in check sequence

CREDITS

Date	Description	Additions
08-01	Deposit	2,775.49
08-23	Deposit	2,371.46
08-28	Deposit	2,911.65
08-31	Interest Credit	746.03

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount
07-31	163,872.34	08-22	164,297.83	08-28	169,580.94
08-01	166,647.83	08-23	166,669.29	08-30	169,531.94

