



# CITY OF BAY CITY

Tourism Board Regular Meeting

## MINUTES

Lillie Norris

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APRIL 01, 2024

4:00 PM

COUNCIL  
CHAMBERS | 1901  
5th Street

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1901 5TH STREET  
BAY CITY TX, 77414

### CALL TO ORDER

Meeting called to order at 4:02 pm.

Members present: Darve Smith (Tourism Manager); Becca Sitz (City Council); Jessica Shepard; Nicasio Perez; DC Dunham; Whitney Milberger

Guests: Amanda Garcia; Octavio Perez

### REGULAR ITEMS FOR CONSIDERATION AND/OR APPROVAL

1. Sponsorship Application - Full Moon Food Truck Festival

Reviewed the Full Moon Food Truck Festival sponsorship request of \$3000 and agreed to offer up to \$3000 pending the post-event form and qualifying receipts.

2. Matagorda County ArtWalks: Brushstrokes & Books

Discussed forming a series of Art events titled, "Matagorda County ArtWalks." Each ArtWalk would be subtitled according to when and where it is held. The first of the series will be April 27, 2024 at the Bay City Public Library and will be subtitled, "A Library of Artists."

The ArtWalk planning team currently consists of Darve Smith, Samantha Denbow, and Amanda Garcia.

3. Wings of Matagorda County

- Mainstreet Salon (Scissors)
- Bay City Floral (Flowers)
- MC Birding Nature Center (Butterfly & Dragonfly)
- Matagorda Outfitters (Fish)

Discussed The Wings of Matagorda County Art Project. The concept is to create a series of murals with wings that are intended to be a backdrop for tourists to pose with. We have also created an online map that will show tourists the location of each

mural. The purpose of the project is to increase public art in Matagorda county and attract tourists with an activity of taking and posting images via social media.

Four locations are currently in the works. Mainstreet Salon (Scissors); Bay City Floral (Flowers); MC Birding Nature Center (Butterfly & Dragonfly); Matagorda Outfitters (Fish).

4. Proposed Traffic Circle Artwork: Texas Statue

Discussed the possibility of adding an art display in the center of the traffic circle. Darve has contacted TxDOT and is waiting for their response of what needs to be done to obtain permits, etc.

A proposal was presented for a statue with the state of Texas sitting on a pedestal, but the council would like to see more options, especially those that would better represent Matagorda County.

5. Request For Proposal: Matagorda County Visitors Guide

The RFP for creating a Matagorda County Visitors Guide was presented to the council for suggestions before it is to be distributed for proposals. A few changes were discussed and will be implemented before the RFP is distributed.

## **TOURISM MANAGERS REPORT**

6. Tourism Information Kiosk: Door Lock

We are waiting on a call back from Bart to set up a meeting to inspect the Kiosk door to see what it would take to install a lock which can be programmed to unlock during daylight hours and lock after dark.

7. Tourism Strategic Planning - May 8, 2024: Location Suggestions

A Tourism Strategic Planning Session is planned for May 8, 2024 and the council was asked to provide input for a location. The council discussed a few locations. The consensus was that it needed to be somewhere we would not be interrupted and provide the use of any technology that might be needed by the facilitator. The Civic Center and USO building were suggested. It was also stated that it was previously held at a local Hotel.

8. HOT Funds Training: THLA

Discussed that THLA will be sending someone to conduct a training session on Hotel Occupancy Tax. The training is set to take place on May 8, 2024 in conjunction with the strategic planning.

9. New Tourism Advisory Council Members

Octavio Fernandez (BC Hotel Industry)  
Celeste Cash (Historic Downtown Bay City)  
Amanda Garcia (Arts in MC)

In an effort to fill the vacant spots on the Tourism Advisory Council, Octavio Fernandez, Celeste Cash and Amanda Garcia were asked if they would be interested in volunteering to serve on the council. All three agreed and were invited to attend this meeting as guests. Celeste was unable to attend but Octavio and Amanda were present.

The Tourism Advisory Council By-laws require that members fall under listed categories. The by-laws were distributed as a part of the meeting packet.

## **ITEMS / COMMENTS - MEMBERS**

### **PUBLIC COMMENTS**

### **ADJOURNMENT**

The meeting was adjourned at 4:50 pm.

### **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, [dholubec@cityofbaycity.org](mailto:dholubec@cityofbaycity.org) for further information.