

**Notice of Meeting for the
Convention and Visitors Bureau Advisory Board
of the City of Georgetown
January 14, 2021 at 8:30 AM
at Virtual**

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Consistent with Governor Greg Abbott's suspension of various provisions of the Open Meetings Act, effective August 1, 2020 and until further notice, to reduce the chance of COVID-19 transmission, all City of Georgetown Advisory Board meetings will be held virtually. Public comment will be allowed via teleconference; no one will be allowed to appear in person. To participate, please copy and paste the following weblink into your browser:

**[https://georgetowntx.zoom.us/j/95739363315?](https://georgetowntx.zoom.us/j/95739363315?pwd=R XV1RnY1NU9JeklyQU9hU05aYm92Zz09)
[pwd=R XV1RnY1NU9JeklyQU9hU05aYm92Zz09](https://georgetowntx.zoom.us/j/95739363315?pwd=R XV1RnY1NU9JeklyQU9hU05aYm92Zz09)
Meeting ID: 957 3936 3315
Passcode: 379791**

One tap mobile

+13462487799,,95739363315#,,,,*379791# US (Houston)

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Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 301 715 8592 US (Washington D.C)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

833 548 0282 US Toll-free

877 853 5257 US Toll-free

888 475 4499 US Toll-free

833 548 0276 US Toll-free

Meeting ID: 957 3936 3315

Passcode: 379791

Find your local number: <https://georgetowntx.zoom.us/j/95739363315?pwd=R XV1RnY1NU9JeklyQU9hU05aYm92Zz09>

Citizen comments are accepted in three different formats:

1. Submit written comments to cari.miller@georgetown.org by 5:00 p.m. the day before the meeting and the Recording Secretary will read your comments into the recording during the item that is being discussed.

2. Log onto the meeting at the link above and “raise your hand” during the item

3. Use your home/mobile phone to call the toll-free number

To join a Zoom meeting, click on the link provided and join as an attendee. You will be asked to enter your name and email address (this is so we can identify you when you are called upon). To speak on an item, click on the “Raise your Hand” option at the bottom of the Zoom meeting webpage once that item has opened. When you are called upon by the Recording Secretary, your device will be remotely un-muted by the Administrator and you may speak for three minutes. Please state your name clearly, and when your time is over, your device will be muted again.

Use of profanity, threatening language, slanderous remarks or threats of harm are not allowed and will result in you being immediately removed from the meeting.

Regular Session

(This Regular Session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

- A Welcome/Call to order – Karen Soeffker, CVB Board Chair
- B Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the Commission – Cari Miller, Tourism Manager
- C Discussion and possible action regarding approval of the December 10, 2020 minutes – Karen Soeffker, CVB Board Chair
- D Discussion and possible action to approve a Hotel Conference & Meeting Grant for Ascendis Pharma Sales Meeting – Cari Miller, Tourism Manager – September 5 -10, 2021
- E Discussion and possible action regarding advertising and media exposure and dates of upcoming events- Cari Miller, Tourism Manager

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2021, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Convention and Visitors Bureau
January 14, 2021

SUBJECT:

Welcome/Call to order – Karen Soeffker, CVB Board Chair

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager

City of Georgetown, Texas
Convention and Visitors Bureau
January 14, 2021

SUBJECT:

Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the Commission – Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager

City of Georgetown, Texas
Convention and Visitors Bureau
January 14, 2021

SUBJECT:

Discussion and possible action regarding approval of the December 10, 2020 minutes – Karen Soeffker, CVB Board Chair

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

	Description	Type
☐	CVB Board Minutes December 10, 2020	Backup Material

**Minutes of Meeting of the
Convention & Visitor Bureau Board
City of Georgetown, Texas
December 10, 2020 via Zoom**

The mission of the Georgetown Convention and Visitors Bureau is to increase the economic impact on Georgetown by promoting the community as a tourist and meeting destination.

MEMBERS PRESENT: Stephanie Blanck, Blake Triplet, Jim Wilson, Rachel Cummins, Karen Soeffker, Daniel Orozco

MEMBERS ABSENT: Christy Fisher,

STAFF PRESENT: Cari Miller

GUEST: None

1.. Welcome/Call to order at 8:32 a.m.– ***Karen Soeffker, CVB Board Chair***

Legislative Regular Session

2. Discussion and possible action regarding approval of the August 13, 2020 and October 27, 2020 minutes – ***Karen Soeffker, CVB Board Chair***

Motion by Blanck, second by Wilson to approve the August 13, 2020 and October 27, 2020 minutes.

Approved 5-0 by roll call vote (*Cummins arrived at the virtual meeting following the vote*)

3. Discussion and possible action to regarding the Hotel and Conference & Meeting Grant Program – ***Cari Miller, Tourism Manager***

This item was moved up in the agenda due to possible changes that would impact all future grant applications. After much discussion regarding the impact of the COVID-19 pandemic on the hotel and tourism businesses, the Board agreed that changes need to be made to the grant application in order to attract more meetings/conferences to Georgetown.

Motion by Orozco, second by Wilson to change the grant funding formula to 75% of the hotel occupancy tax revenue generated by the meeting/conference regardless of the time of year the meeting/conference is held.

Approved 6-0 by roll call vote

4. Discussion and possible action to approve a Hotel Conference & Meeting Grant for Junior Catholic Daughters 29th Biennial State Convention June 24 – 27, 2021 - ***Cari Miller, Tourism Manager***

After discussion, the following motion was made.

Motion by Orozco, second by Wilson to approve the grant for a maximum reimbursement of \$972.75.

Approved 5-0 by roll call vote (*Triplet abstained*)

5. Discussion and possible action regarding advertising and media exposure and dates of upcoming events - *Cari Miller, Tourism Manager*

Miller briefed the Board on the following items:

- Artwork by Helen Faythe Green was selected for the 2021 Official Red Poppy Festival poster. The artwork was presented to the Board
- The VisitGeorgetown.com website has been updated with a holiday theme.
- Due to the COVID-19 pandemic, the FY 2019-20 Hotel Occupancy Tax (HOT) revenue was down 30% compared to FY 2018-19 HOT revenue.

Adjournment

Motion by Blanck, second by Wilson to adjourn the meeting at 9:00 a.m.

Approved 6-0 by roll call vote

Karen Soeffker, Chair

Stephanie Blanck, Secretary

Cari Miller, Tourism Manager

Date

City of Georgetown, Texas
Convention and Visitors Bureau
January 14, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for Ascendis Pharma Sales Meeting – Cari Miller, Tourism Manager – September 5 -10, 2021

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

Hotel Occupancy Tax funds are available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

Description	Type
☐ Ascendis Pharma Sales Meeting Grant Application	Backup Material



Grant Application Form

Section 1: General Information

Ascendis Pharma Sales Meeting

Ascendis Pharma / CTC Events (Intermediary)

2923 Main St Fairfax VA 22031

Matthew Brown 703-261-0677 matt.brown@ctc-events.com

9/5/21 - 9/10/21 Austin

Labor Day

Section 2: Event Information/Classification

\$2,500 125 410 / 130 peak

Section 3: Event Description

Ascendis Pharma Sales Meeting

Section 4: Funds Use Description

- Airport transportation

Section 5: Reporting

Reports from hotel(s) must be submitted to the Georgetown Convention & Visitors Bureau no later than 15 working days after the event. These reports are subject to audit. Your final report must include actual hotel rooms consumed, estimated hotel tax collected, likelihood of return, and any other pertinent information.

Organization / Event Name: Ascendis Pharma

Please provide supporting narrative below:

SECTION 6: CERTIFICATION

I certify that the information contained in this grant application is complete and accurate, and that it fully discloses the scope and intent of my request for funding from the Georgetown Convention & Visitors Bureau Grant Program.

I agree to comply with the Georgetown CVB's requests for information regarding the use of awarded funds and to provide access to accounting records related to these funds.

I acknowledge that, if expenditure of funds is approved, such approval will be for transportation expenditures which must be adhered to within the maximum approved amount.

This application is made for the sole purpose of receiving grant funding under the Georgetown CVB Hotel Conference & Meeting Program.

The information contained in this grant application is true to the best of my knowledge and belief. I understand that it is unlawful for a person to willfully and knowingly make or cause to be made, or assist, conspire with or urge another to make or cause to be made, any false, fraudulent or misleading oral or written statement to obtain grant funds as provided by this program.

I accept and agree to be bound by the terms and conditions of this grant program as administered by the Georgetown CVB in compliance with current federal, state and local laws.

Blaise Triplet
Applicant Name

Director of Hotel Sales
Title

Sheraton Austin Georgetown Hotel
Hotel Property

Ascendis Pharma
Organization / Event requesting Transportation Grant

Blaise Triplet
Signature

1/6/21
Date

Section 7: Grant Evaluation Criteria

The following criteria will be used to establish a priority for the awarding of grants. In the space provided, please type your answer to each question. Be as brief as possible.

- Why is this piece of business important to your hotel? Provide any other reasons why you are seeking grant funding for this business. (e.g. slow season, good peak, possible return in rotation cycle for future business, etc.)

- How many total overnight stays will be generated from this meeting or event?

410

- What other area(s) and/or hotel(s) are competing for this business?

Downtown Austin hotels

- Identify the amount of room revenue, as well as any other revenues generated. (e.g. food & beverage, free dining night out, rentals, etc.)

Room revenue ~ \$ 57,650
 Food Revenue ~ \$ 30,000

- What concessions, discount assistance have you already offered? Specify in-kind or dollar amount.

10 upgrades to suites @ group rate
 10 staff rooms @ \$109

9/5-10 Room Block per Day	9/10-10 130	9/11-130 130	9/18- \$145 / \$109	9/19-130 staff	57,650 Room Revenue
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Organization / Event Name: Ascendis Pharma

Please attach supporting documentation, including a Request for Proposal (RFP), area proposals, competition, etc. All applications will be evaluated by the Georgetown CVB. Once submitted, the awarding of a grant will be communicated to the property.

City of Georgetown, Texas
Convention and Visitors Bureau
January 14, 2021

SUBJECT:

Discussion and possible action regarding advertising and media exposure and dates of upcoming events-
Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager