

**Notice of Meeting for the
Convention and Visitors Bureau Advisory Board
of the City of Georgetown
April 13, 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/94840911052?](https://georgetowntx.zoom.us/j/94840911052?pwd=c0J3Y2VZMGRF4bkxDZS9BNGNmLzBhQT09)
[pwd=c0J3Y2VZMGRF4bkxDZS9BNGNmLzBhQT09](https://georgetowntx.zoom.us/j/94840911052?pwd=c0J3Y2VZMGRF4bkxDZS9BNGNmLzBhQT09)
Meeting ID: 948 4091 1052
Passcode: 936340**

**Dial toll free: 833 548 0276 US Toll-free, 833 548 0282 US Toll-free
877 853 5257 US Toll-free, 888 475 4499 US Toll-free
Meeting ID: 948 4091 1052
Passcode: 936340**

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 to approve a Hotel Conference & Meeting Grant for the Air Methods SLT Quarterly Meeting (September 20-22, 2021) – Cari Miller, Tourism Manager
- D Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Interscholastic Swim Coaches Conference (September 2021) – Cari Miller, Tourism Manager
- E Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Department of Agriculture Go TEXAN Expo (November 1-5, 2021) – Cari Miller, Tourism Manager
- F Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Military Department Conference (August 27-29, 2021) – Cari Miller, Tourism Manager
- G Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Military Department Conference (March 23-27, 2022) – Cari Miller, Tourism Manager

Adjournment

Adjournment

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
April 13, 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
April 13, 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
April 13, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Air Methods SLT Quarterly Meeting (September 20-22, 2021) – Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

Hotel Occupancy Tax Funds are available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

Description		Type
	Grant Application	Backup Material



Grant Application Form

Section 1: General Information

Event/Meeting Name

Air Methods SLT Quarterly Meeting

Organization Name

Air Methods Corporation

Organization Address

5500 S Quebec St. Greenwood Village, CO

City

State

Zip

Contact Name

Taren Boehler

Contact Phone

303-264-2993

Contact Email

taren.boehler@airmethods.com

Event Dates

9/20/21 - 9/22/21

Event Location/City

Austin

Section 2: Event Information/Classification

Total Dollar Amount Requested

\$880

Projected Attendance

60

Projected Hotel Rooms/Peak

130 / 60

Section 3: Event Description

Quarterly board meeting for emergency medical helicopter operator.

Section 4: Funds Use Description

Transportation from airport

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: Air Methods SLT Quarterly Meeting

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.

Blake Triplet

Applicant Name

Director of Hotel Sales

Title

Shenaton Austin Georgetown Hotel

Hotel Property

Air Methods

Organization / Event requesting Transportation Grant

Blake Triplet

Signature

3/24/21

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?
- What other area(s) and/or hotel(s) are competing for this business?
- Identify the amount of room revenue, as well as any other revenues generated. (e.g. food & beverage, free dining night out, rentals, etc.)
- What concessions, discount assistance have you already offered? Specify in-kind or dollar amount.

Mon Tue Wed

10 | 60 | 60

Room Block per Day

\$129

Room Rate

16,770

Room Revenue

Organization / Event Name: Air Methods

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.

$$x \text{ } 07 =$$

$$\$1,173.90$$

x

$$.75 = \$880.43$$

City of Georgetown, Texas
Convention and Visitors Bureau
April 13, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Interscholastic Swim Coaches Conference (September 2021) – Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

Hotel Occupancy Tax Funds are available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

Description		Type
	Grant Application	Backup Material



Grant Application Form

Section 1: General Information

Event/Meeting Name

TISCA September 2021

Organization Name

Texas Inter Scholastic ^{Swim} Coaches Association

Organization Address

City

State

Zip

Mike Perez

281-376-4460

Michael @
swimshops.com

Contact Name

Contact Phone

Contact Email

aliveta - 9/19/21

Austin

Event Dates

Event Location/City

Section 2: Event Information/Classification

\$2,300

300

340/155 peak

Total Dollar Amount Requested

Projected Attendance

Projected Hotel Rooms/Peak

Section 3: Event Description

high school + middle school swim
coach professional development

Section 4: Funds Use Description

off set meeting costs

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: TISCA Sept 2021

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.

Blake Triplett

Applicant Name

Director of Hotel Sales

Title

Sheraton Austin Georgetown Hotel

Hotel Property

Texas Inter Scholastic ^{Sum} Coaches Association

Organization / Event requesting Transportation Grant

Blake Triplett

Signature

4/1/21
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.)

September is slow currently

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

340

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

Hilton Austin Airport

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

\$45,130 room revenue
\$20,000 F+B

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

10 staff @ \$99
2 upgrades to suites

$60 / 155 / 125 = 340$	\$136	\$45,130
Room Block per Day	Room Rate	Room Revenue

Organization / Event Name: TISLA September 2021

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.

x .07 =
\$3,159.1

x .75

\$2,369

City of Georgetown, Texas
Convention and Visitors Bureau
April 13, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Department of Agriculture Go TEXAN Expo (November 1-5, 2021) – Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

Hotel Occupancy Tax Funds are available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

Description		Type
□ Grant Application		Backup Material



Grant Application Form

Section 1: General Information

TDA GoTEXAN Expo
Event/Meeting Name

Texas Department of Agriculture
Organization Name

1700 Congress Ave #1 Austin TX 78701
Organization Address City State Zip

Hayley McMahon hayley.mcmahon@texas.gov
Contact Name Contact Phone Contact Email
11/1 - 11/5/21 Austin
Event Dates Event Location/City

Section 2: Event Information/Classification

\$1,350 400 185/150
Total Dollar Amount Requested Projected Attendance Projected Hotel Rooms/Peak

Section 3: Event Description

Expo's purpose is to encourage
consumers to seek and purchase Texas
made products.

Section 4: Funds Use Description

Offset meeting costs.

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: TDA GoTexan Expo

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.

Blake Triplett
Applicant Name

Director of Hotel Sales
Title

Sheraton Austin Georgetown
Hotel Property

TDA GoTexan Expo
Organization / Event requesting Transportation Grant

Blake Triplett
Signature

4/8/21
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.)

November 2021 business

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

185

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

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.)

25,715 room revenue

40,000 Food Revenue

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

<u>10/150/25</u>	<u>\$139</u>	<u>\$25,715</u>
Room Block per Day	Room Rate	Room Revenue

Organization / Event Name: _____

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.

$\times .07 = 1,800.05$

$\times .75 = 1,350.04$

City of Georgetown, Texas
Convention and Visitors Bureau
April 13, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Military Department Conference (August 27-29, 2021) – Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

Hotel Occupancy Tax Funds are available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

Description		Type
	Grant Application	Backup Material



HOTEL CONFERENCE & MEETING GRANT - FUNDING QUALIFICATION FORM

CLIENT INFORMATION					
Group Name:	Texas Military Department				
Event Name:	Texas Military Department Conference August 2021				
Contact Name:	Matt Verdugo				
Phone:		Email:			
Event Begin Date:	08/27/2021				Event End Date: 08/29/2021
HOTEL INFORMATION					
Host Hotel:	Sheraton	Contact Name:			
Contact Phone:		Contact Email:			
Overflow Hotel 1:		Contact Name:			
Contact Phone:		Contact Email:			
Overflow Hotel 2:		Contact Name:			
Contact Phone:		Contact Email:			
ESTIMATED ROOM NIGHT IMPACT					
Estimated TOTAL Room Nights	Room Rate	Total Room Revenue	City OCC Tax 7%	75% Room Revenue Rebate (rebate % below)	Grant Amount
400	\$102.00	\$40,800.00	\$2,856.00	\$2,142.00	\$
GRANT JUSTIFICATION					
Please provide brief description of request for funding					
Offset Meeting Costs					
GRANT STATUS					
Amount Approved:				Date:	
Signature:					

City of Georgetown, Texas
Convention and Visitors Bureau
April 13, 2021

SUBJECT:

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Military Department Conference (March 23-27, 2022) – Cari Miller, Tourism Manager

ITEM SUMMARY:

N/A


FINANCIAL IMPACT:

Hotel Occupancy Tax Funds are available

SUBMITTED BY:

Cari Miller, Tourism Manager

ATTACHMENTS:

Description		Type
	Grant Application	Backup Material



Grant Application Form

Section 1: General Information

Event/Meeting Name Texas Military Department Conference March 2022

Organization Name Texas Department of Military

Organization Address Camp Mabry
2200 W 35th St Austin TX 78763

Contact Name Matt Verdugo Contact Phone 512-788-2108 Contact Email matthew.c.verdugo.mil@mail.mil

Event Dates 3/23/22 - 3/27/22 Event Location/City Austin

Section 2: Event Information/Classification

Total Dollar Amount Requested \$2500 Projected Attendance 400 Projected Hotel Rooms/Peak 0575 / 200

Section 3: Event Description

~~Conference meeting costs~~
TMD Conference

Section 4: Funds Use Description

OFF set meeting costs

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: Texas Military Department

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.

Blaire Triplett
Applicant Name

Director of Hotel Sales
Title

Sherraton Austin Georgetown
Hotel Property

Texas Military Department March 2022
Organization / Event requesting Transportation Grant

Blaire Triplett
Signature

4/8/21
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?
575
- What other area(s) and/or hotel(s) are competing for this business?
Austin
- Identify the amount of room revenue, as well as any other revenues generated. (e.g. food & beverage, free dining night out, rentals, etc.)
\$72,450 room
\$12,000 F+B
- What concessions, discount assistance have you already offered? Specify in-kind or dollar amount.

75 100 200 200	\$120	\$72,450
Room Block per Day	Room Rate	Room Revenue

Organization / Event Name: Texas Department of Military
March 2022

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.

x .07 5,071.5
x .75 3,803.63

City of Georgetown, Texas
Convention and Visitors Bureau
April 13, 2021

SUBJECT:

Adjournment

ITEM SUMMARY:

N/A

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Cari Miller, Tourism Manager