

**Notice of Meeting for the  
Convention and Visitors Bureau Advisory Board  
of the City of Georgetown  
June 10, 2021 at 8:30 AM  
at Georgetown City Hall, 808 Martin Luther King Jr Street,**

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.

**The Convention & Visitors Bureau Advisory Board is now meeting in person. A quorum of the Convention & Visitors Bureau Advisory Board will be in attendance at the City Hall Community Room, 808 Martin Luther King Jr. Street. It is possible that one or more board members may attend via video Conference using the Zoom client.**

**To allow for as much citizen participation as possible, citizen comments are accepted either in person or via the Zoom client. Face masks are encouraged. 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. If you have questions or need assistance, please contact the Cari Miller at [cari.miller@georgetown.org](mailto:cari.miller@georgetown.org) or at 512-930-3585.**

**To participate virtually, please copy and paste the following weblink into your browser:**

**[https://georgetowntx.zoom.us/j/98945005402?  
pwd=anhMRFovRnQvLzNITlhwdWhsRklQUt09](https://georgetowntx.zoom.us/j/98945005402?pwd=anhMRFovRnQvLzNITlhwdWhsRklQUt09)  
Meeting ID: 989 4500 5402**

**Passcode: 774276**

**Or by phone, 888-475-4499 US Toll-free, 833-548-0276 US Toll-free, 833-548-0282 US Toll-free, or 877-853-5257 US Toll-free**

**Citizen comments are accepted in the following formats:**

- **Submit written comments to [cari.miller@georgetown.org](mailto:cari.miller@georgetown.org) by 5 p.m. p.m. on the date of the meeting and the Recording Secretary will forward your comments to the board before the meeting.**
- **Log onto the meeting at the link above and “raise your hand” during the item, or attend the meeting and sign-up to speak in-person for an item posted on the agenda.**

**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.**

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## **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 and possible action regarding approval of the April 8, 2021, April 13, 2021, and May 13, 2021 meeting minutes – Karen Soeffker, CVB Board Chair
- C Discussion and possible recommendation to approve a three-year contract for sponsorship of The Daytripper with Chet Garner in the amount of \$240,000- Cari Miller, Tourism Manager
- D Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Association of the Gifted and Talented (March 27-29, 2022) – Cari Miller, Tourism Manager
- E Staff Report

## **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.

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Robyn Densmore, City Secretary

City of Georgetown, Texas  
Convention and Visitors Bureau  
June 10, 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  
June 10, 2021

**SUBJECT:**

Discussion and possible action regarding approval of the April 8, 2021, April 13, 2021, and May 13, 2021 meeting minutes – 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  
June 10, 2021

**SUBJECT:**

Discussion and possible recommendation to approve a three-year contract for sponsorship of The Daytripper with Chet Garner in the amount of \$240,000- Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

Hotel Occupancy Tax funds are available

**SUBMITTED BY:**

Cari Miller, Tourism Manager

**ATTACHMENTS:**

	<b>Description</b>	<b>Type</b>
☐	Grant Application	Backup Material



# Grant Application Form

## Section 1: General Information

Event/Meeting Name TAGT Leadership Conference 2022

Organization Name Texas Association For the Gifted and Talented

Organization Address 3305 Steck Avenue City Austin State TX Zip 78757

Contact Name Olivia Whaley Contact Phone 512-499-8248 Contact Email owhaley@txgifted.org

Event Dates 3/27/22 - 3/29/22 Event Location/City Austin

## Section 2: Event Information/Classification

Total Dollar Amount Requested \$1,900 Projected Attendance \_\_\_\_\_ Projected Hotel Rooms/Peak \_\_\_\_\_

## Section 3: Event Description

Professional development and networking for gifted + talented student educators.

## Section 4: Funds Use Description

Offset meeting costs

## 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 Arxin Georgetown

Hotel Property

TAGT Leadership Conference 2022

Organization / Event requesting Transportation Grant

Blake Triplett

Signature

10/1/22

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.)

behind pace in Q1 2022

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

234 +

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

Austin area hotels

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

~~(\$27,200)~~ \$37,200 room revenue  
 \$25,000 F+B revenue

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

<u>3/27</u>	<u>3/28</u>	
117	117	159
Room Block per Day		Room Rate
		\$37,200
		Room Revenue

Organization / Event Name: ITAG Leadership Conference 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    2,1604.42

x ~~0~~.75    1953.31



City of Georgetown, Texas  
Convention and Visitors Bureau  
June 10, 2021

**SUBJECT:**

Discussion and possible action to approve a Hotel Conference & Meeting Grant for the Texas Association of the Gifted and Talented (March 27-29, 2022) – Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

Hotel Occupancy Tax funds are available

**SUBMITTED BY:**

Cari Miller, Tourism Manager

**ATTACHMENTS:**

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City of Georgetown, Texas  
Convention and Visitors Bureau  
June 10, 2021

**SUBJECT:**

Staff Report

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

Cari Miller, Tourism Manager

City of Georgetown, Texas  
Convention and Visitors Bureau  
June 10, 2021

**SUBJECT:**

Adjournment

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

Cari Miller, Tourism Manager