



**CITY OF NEW BRAUNFELS, TEXAS
ARTS COMMISSION MEETING**



**CITY HALL - TEJAS ROOM
550 LANDA STREET**

TUESDAY, OCTOBER 10, 2023 at 11:00 AM

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MINUTES**
4. **CITIZENS' COMMUNICATIONS**

This time is for citizens to address the Arts Commission on issues and items of concerns not on this agenda. There will be no action at this time.

5. **INDIVIDUAL ITEMS FOR CONSIDERATION**
 - A) Deliberate HOT Grant application methodology and best [23-1265](#) practices.
 - B) Discuss and consider the adoption of a post project [23-1266](#) summary as a way to ensure fiscal responsibility.
 - C) Discuss and consider updating and amending the current [23-1293](#) Arts Commission bylaws.
 - D) Deliberate the possibility of future outreach initiatives. [23-1294](#)
 - E) Deliberate future meetings and training time. [23-1267](#)
6. **STAFF REPORT**
7. **ADJOURNMENT**

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the bulletin board at the New Braunfels City Hall.

Board Liaison

NOTE: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at 221-4010 at least two (2) work days prior to the meeting so that appropriate arrangements can be made.



Arts Commission Agenda Item Report

550 Landa Street
New Braunfels, TX

10/10/2023

Agenda Item No. A)



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Agenda Item No. B)

POST EVENT REPORT FORM

HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City _____ (fill in name of your city or entity overseeing use of hotel tax) collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfast, inns, and other lodging properties. The revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

The _____ (fill in name of your city or entity overseeing use of hotel tax) accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. **All entities that are approved for such funds must submit a Post Event Report Form within 60 days of each funded event.** The report will be reviewed by the _____ (FILL IN NAME OF YOUR CITY OR ENTITY OVERSEEING USE OF HOTEL TAX) to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to _____ (fill in name of your city or entity overseeing use of hotel tax).

Post Event Report Form

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Amount Received: \$ _____

How were the funds used: _____

How many years have you held this Event or Project: _____

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____

2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
4. If staff costs were covered, estimate of actual hours staff spent on funded event: _____
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): _____
2. What would you estimate as the actual attendance at the event? _____
3. How many room nights were generated at _____ (fill in name of your city or entity overseeing use of hotel tax) hotels by attendees of this event or project? _____
4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at _____ (fill in name of your city or entity overseeing use of hotel tax) hotels by attendees of this Event or Project?

Last Year _____

Two Years Ago _____

Three Years Ago _____

5. What method did you use to determine the number of people who booked rooms at _____ (fill in name of your city or entity overseeing use of hotel tax) hotels (e.g.; room block usage information, survey of hoteliers, etc.)?

6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? _____ If the room block did not fill, how many rooms were picked up? _____

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ _____
Radio: \$ _____
TV: \$ _____
Other Paid Advertising: \$ _____

Number of Press Releases to Media _____

Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

5. Please attach samples of documents showing how _____ (fill in name of your city or entity overseeing use of hotel tax) was recognized in your advertising/promotional campaign
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? _____
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

Additional Event Information

What _____ (fill in name of your city or entity overseeing use of hotel tax) businesses did you utilize for food, supplies, materials, printing, etc?

Please Submit no later than (insert deadline) to:

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)



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Agenda Item No. C)

BYLAWS OF THE

CITY OF NEW BRAUNFELS ARTS COMMISSION

New Braunfels, Texas

ARTICLE I

Name

The name of this organization shall be The New Braunfels Arts Commission

ARTICLE II

Object (or Purpose)

The object (purpose) of this organization shall be to: To serve in an advisory capacity to the City Council on matters related to the arts activities, events and projects that will benefit the citizens of the City. The Commission shall advise the City Council on uses of funding that may be available from private and/or public sources that will benefit any local arts activity, project or organization serving the citizens of the City; such advice and/or recommendations on uses of funds shall not be restricted in any manner except by law.

ARTICLE III

Members

Section 1. Appointments

The New Braunfels Arts Commission shall be composed of seven (7) citizens of the City, who are interested in the encouragement, promotion, improvement and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Such Commission shall consist of seven members, with staggered terms, at least four of whom shall be chosen from a list of names submitted by the Greater New Braunfels Arts Council, each serving s three-year term on a rotating basis, with appointments being made by the City Council, staggered so that no more that three members shall be appointed each year. Unexpired terms shall be filled by the City Council.

Section 2. Resignations

Any member resigning shall submit a letter of resignation to the Mayor, and the resignation shall be

approved by the City Council at the next regularly scheduled meeting.

Section 3. Absenteeism

A Commission member shall be assumed to have resigned his or her position, thereby forfeiting his or her unexpired term of office if, during the calendar year, he or she is absent three (3) consecutive times or a total of four (4) times including special meetings, provided at least five (5) days notice has been given.

ARTICLE IV

Officers

A chairman, and vice-chairman shall be elected by the membership of the organization at the annual meeting, to serve a one-year term.

and

No member may hold more than one office at a time.

The Chairman shall preside at all meetings of the Commission and shall be a voting member, shall appoint special and standing committee chairmen and shall have the authority to appoint special committees as deemed necessary by the membership. The chairman shall be an ex-officio member of all committees, without vote.

The Vice-Chairman shall assist the chairman as needed and shall serve as the presiding officer in the absence of the chairman. The vice-chairman shall have the right to vote on all issues that come before the membership.

Any vacancy in an office shall be filled by election of the Commission at its next regular or special meeting.

ARTICLE V

Meetings

Section 1. The regular meeting of the Commission shall be held in March of each year unless it is determined by the chairman that a specific meeting date and time must be changed due to the weather, lack of a quorum or some other sufficient reason. The Commission has the authority to change the meeting day and date by a majority vote of those present and voting, when a quorum is present.

Section 2. The Commission is empowered to hold and conduct public meetings, which must be open to the public in accordance with the Texas Open Meetings Act, Chapter 551, Texas Government

Code.

Section 3. The Commission or the Chairman shall have the authority to call special meetings with at least five (5) days notice to all members. Only the business specified in the call of the meeting may be discussed.

Section 4. A majority of the members shall constitute a quorum.

ARTICLE VI Parliamentary Authority

The rules contained in the current edition of Robert's Rules of Order Newly Revised shall govern the Commission in all cases in which they are applicable and in which they are not inconsistent with these bylaws, any special rules, the City Charter or State law.

ARTICLE VII Amendment of Bylaws

These bylaws may be amended at any regular or special meeting of the commission, by a two-thirds (2/3) vote of those present and voting with a quorum in attendance, provided at least fifteen (15) days written notice has been given to all members. No amendment adopted by the commission shall become effective until after approval by the City Council.

Adopted March 15, 2001.



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Agenda Item No. E)
