

**NOTICE
CITY OF JEFFERSON, TEXAS
JEFFERSON CONVENTION & VISITORS BUREAU
REGULAR BOARD MEETING**

**JEFFERSON CONVENTION AND VISITORS CENTER
305 E. AUSTIN STREET
Monday February 10, 2020 @ 5:30 pm**

Notice is hereby given that a Board Meeting of the City of Jefferson, Tourism Board will be held on Monday February 10, 2020, at 5:30 pm, at the Jefferson Convention & Visitors Bureau at 305 E. Austin St., Jefferson, Texas, at which time the subjects to be discussed or considered or upon which any formal action may be taken are as listed below. Items do not have to be taken in the order shown on the meeting notice. Unless removed for the consent agenda, items identified with the consent agenda will be acted on at one time.

AGENDA

1. CALL TO ORDER – Chair
2. PLEDGE OF ALLEGIANCE
3. WELCOME GUESTS AND VISITORS

Comments – Limited to citizens and business owners of the City of Jefferson.

4. CONSENT AGENDA

- a. Consider/Approve previous meetings minutes
- b. Monthly Financial Reports

5. OLD BUSINESS

- a. Update on HOT tax from Avenu Colleen Taylor
- b. Presentation by Del Polikretis from Texas Forest Trails
- c. Update on City Logo Anna Bode
- d. Update from Anderson Group Colleen Taylor - *bus study mo do come back 4 per day; 40MM*
- e. Update on City Signage Anna Bode *paying package JEDCO/City Approval*

6. New Business

- a. Presentation by Del Polikretis from Texas Forest Trails
- b. Update on Advertising Pam Thomas 48
- c. Discuss/Consider/Vote New Contract with KTAL Pam Thomas *54 1300/mo w/64 commercial*
- d. Discuss/Consider/Vote Texas Forest Trails Partnership Pam Thomas *new 152 + 2 more 1 mo local*
- e. Update on visitors/info. requests/constant contact blast/etc. Danielle E. *DS/1 1598/mo*

- 104* 7. Items to consider for next meeting *104*
8. Adjournment
9. Next Meeting Mar. 9, 2020

*Paul
jB0/Assn
4-530*

*Int RideTx
Netcc map/Guide*

*↓
101
2/11
Jan 11
Feb 2k*

City of Jefferson
MONTHLY REVENUE REPORT
Period Ending: 1/2020

Fund: 11 VISITOR PROMOTION FUND

Account	Description	ANNUAL BUDGET	CURRENT MONTH	YEAR TO DATE	% INTO BUDGET
11-4110-00-00	HOTEL/MOTEL OCCUPANCY TAX	137,000.00	10,023.97*	42,490.86	31.015
11-4401-00-00	INTEREST INCOME	900.00		231.28	25.698
11-4450-00-00	REVENUE FROM VISITOR CENTER		1,300.00-	3,375.00-	
Subtotal:		137,900.00	8,723.97	39,347.14	28.533
Program number:		137,900.00	8,723.97	39,347.14	28.533
Department number: VISITOR PROMOTION		137,900.00	8,723.97	39,347.14	28.533
Fund number: 11 VISITOR PROMOTION FUND		137,900.00	8,723.97	39,347.14	28.533

* Revenue from ~~November~~ ^{November} ~~December~~ ^{December}, paid in January
 Taverns Cottage newest bill, opened in Dec.

3/1/17.40 December Revenue p/m January - Tavern month due, 2015 9 Follow Mark

glbase mbdd1 darish
08:56 02/03/20

City of Jefferson
MONTHLY BUDGET REPORT

Prog:

Fund: 11 VISITOR PROMOTION FUND
Period Ending: 1/2020

Dept: VISITOR PROMOTION
ANNUAL BUDGET

CURRENT MONTH

YEAR TO DATE

% INTD BUDGET

Account	Description	ANNUAL BUDGET	CURRENT MONTH	YEAR TO DATE	% INTD BUDGET
11-5000-00-00	PAYROLL	20,000.00	1,464.38	5,894.90	29.475
11-5010-00-00	OFFICE SUPPLIES AND PRINTING	500.00	118.09	324.33	64.866
11-5011-00-00	POSTAGE	800.00	8.90	12.30	1.538
11-5160-00-00	MONISERVICES	3,100.00	308.00	1,298.00	41.871
11-5290-00-00	PHONE/INTERNET	2,350.00	329.73	1,175.30	50.013
11-5330-00-00	INSURANCE		1,221.35	1,225.79	47.954
11-5350-00-00	ADVERTISING AND PUBLICATION	103,150.00	10,152.09	49,464.15	88.387
11-5370-00-00	MEMBERSHIP DUES & SUB.	6,200.00		5,480.00	25.053
11-5385-00-00	SOCIAL SECURITY EXPENSE	1,800.00	112.02	450.96	

Subtotal:

Program number:

Department number: VISITOR PROMOTION

Fund number: 11 VISITOR PROMOTION FUND

137,900.00	13,714.56	65,325.73	47.372
137,900.00	13,714.56	65,325.73	47.372
137,900.00	13,714.56	65,325.73	47.372

47.954

Tourism Development Board Meeting

January 13, 2020

Called to order by Colleen Taylor at 5:40 pm

Members Present: Paul Morehead, Colleen Taylor, Christi Gaither, Pam Thomas, Robin Johnson

Members Absent: BW Brooks, Anna Bode

Guests: Amber Morris, Michelle Fox-Davis, Hugh Lewis, Jan Gensler

Invocation:

Pledge: Led by Colleen Taylor

Welcome:

Consent Agenda: A motion was made by Pam Thomas to approve the December 2019 minutes, Paul Morehead, second. Monthly financials were presented and discussed. Motion to accept by Christi Gaither, Pam Thomas, second.

Old Business: Jefferson TCVB building, committee met in December, it's not completed yet, a copy will go out this week. There will be new pricing for 2021, we will vote on it at the next meeting. Update on HOT tax, Avenu, from Colleen Taylor. Taxes down from last year, due to a short month, November. There is a new B&B, Turner Cottages, opened in December. The Anderson Group. We received the bill for 1/3 of the proposal, still waiting on the report to move forward with advertising. City Signage committee met on January 15th. Discussion for funding a sign over Jefferson Street and for the 2 signs on each end of Highway 59. Getting bids. Next meeting will be on Wed. Feb 12th. Christmas season was great for the city. Thanks goes out to Jefferson's Ag Department for building the stand for the tree. Colleen, Mary Nash and others who helped to undecorated. Also to Joe McDonald and his crew for taking the tree down.

New Business: Pam Thomas updated advertising. We've reverted back to our regular TV ads, after running the ads for Christmas. Print ads to continue are Bus Tour, Southern Traveler and Ride Texas. Waiting on the Anderson Group on recommendations to advertise our city. She is posting our City events on Instagram/Facebook. Events going forward, February - Wedding Expo, Quilt Show, March - Jeep Show, April - Thomas Jefferson's Birthday, Outlaw Nationals. Texas Texas Tourism luncheon will be on Jan. 15th @ the Austin Street Bistro.

Executive Session: NA

Items for next meeting: Anderson Advertising, New events, Trademark/Logo, Building Contract, Signage

Next meeting, February 10, 2020

Meeting adjourned @ 6:10, motion made by Pam Thomas, Christi Gaither, second.

Minutes submitted by Christi Gaither, interim secretary