

**City of Alpine  
Regular City Council Meeting  
Tuesday, September 23rd, 2014  
5:30 P.M.  
Minutes**

**1. Call to Order, Invocation and Pledge of allegiance to the flag – Mayor Rangra called the meeting to order.**

**2. Determination of a quorum and proof of notice of the meeting – Mayor Rangra, Councilmembers Bermudez, Salas, Fitzgerald, Gonzales and Stephens were present. The meeting notice had been posted on September 19th, 2014 at 10:00 A.M. City Manager Zimmer and City Secretary Taylor were also present.**

**3. Presentations, recognitions and proclamations –**

**4. Reports –**

**City Mayor's Report -**

**City Manager Report –**

**City Staff Updates –**

**5. Citizens Comments (on agenda items) – (limited to 3 minutes) –**

**Dona Roman – said she was the director of the Theatre of the Big Bend. She said she was very appreciative of the documentation that the City Manager provided to them in terms of the allocation of hotel/motel tax funding but she did take issue, specifically with the categorization of the Theatre of the Big Bend. She said they feel very strongly that they are a top tier event with the plays that they continue to provide for the city. She said over the past 8 years the Theatre of the Big Bend has consistently brought in patrons, between 2,000 and 2,500 with 50% from outside the tri-county area. She said survey data stated that 22% of the patrons have a very high return rate. She said in addition to that they have on-line season tickets and season pass information which indicates where these patrons come from. She said up until last year, when they received a 60% budget cut, 25 to 30% of their patrons came specifically from the Permian Basin. She said because of last year's cuts, they were not able to advertise in the Permian Basin. She said because of that their attendance dropped to 5%. She said those numbers mean that anywhere between 500 to 750 patrons who had consistently been attending the summer musical from the Permian Basin, last year dropped to about 50 and they could not afford to advertise there. She said the most significant thing she would like to highlight is this is the**

50<sup>th</sup> anniversary of the summer theatre and as is a gift to the City of Alpine, they are producing the rodeo production," Annie Get Your Gun". She said they are the only theatre company in the country that does this and she has continually been asked during the eight years to do this production. She said it is expensive and labor intensive and it is risky and they will perform well as they did this year but they really need to target the Permian Basin. She said in 2006, when they premiered this production, they had an attendance of 4,200 people and 55% came from Alpine and the surrounding regions. She said without more funding they cannot advertise in the Permian Basin. She said the bottom line is that they appreciate the city's support but they are not benefiting the city by not being able to target their number one patron base and fine arts base and revenue base in the city, which is the Permian Basin. She asked that the city reconsider her proposal. She said they feel that they are very significantly a top tier event.

**6. Public Hearings - None**

**7. Consent Agenda – (Minutes, Financial reports, Department Written Reports, board appointments, etc.) – (Notice to the Public – The following items are of a routine and administrative nature. The Council has been furnished with background and support material on each item, and/or it has been discussed at a previous meeting. All items will be acted upon by one vote without being discussed separately unless requested by a Council Member, in which event the item or items will immediately be withdrawn for individual consideration in its normal sequence after the items not requiring separate discussion have been acted upon. The remaining items will be adopted by one vote.)**

**A. Approve Accounts Payable. (E. Zimmer, CM) – Motion was made by Councilor Bermudez, by Resolution 2014-09-12 to approve the Accounts Payable. Motion was seconded by Councilor Fitzgerald. Motion unanimously carried.**

**8. Information or Discussion items – (Citizens are allowed to comment – limited to 3 minutes – after being called upon by Mayor.) - None**

**9. Action Items to be accompanied by a brief statement of facts, including where funds are coming from, if applicable. (Action items limited to (up to) 10 per meeting.) (Citizens are allowed to comment–limited to 3 minutes – after being called upon by Mayor)**

**A. Award Hotel/Motel Funding to Events for 2014/2015 Fiscal Year. (E. Zimmer, CM) - *The City Manager showed some slides and said our total revenue to date for our hotel fund 2013-2014 through today we are at \$430,871 for this fiscal year. He said we actually budgeted \$380,000 in***

**revenues for this year. He said if you remember back to mid-point through March of this year when we completed 50% of the year, we were at 55% of our revenues. He said Megan and he did some calculating this morning. He said we do believe that we will finish out the year at about 117% of our revenue projection. He said what that tells us is that we performed very well, the hotels performed very well in the summer. He said we do know that we had a lot of key events driving in the July - August timeframe. He said one of the other key elements that we decided as a city earlier this year was placing \$75,000 in reserve by year's end as a resolution we passed. He said the reason for that was kind of twofold. He said this year is an example of a year where we have exceeded projections on revenues. He said next year we may have some bad weather patterns for events that occur that would cause us to come under the revenue projections and we want to make sure that we have got ample money to cover the commitments that we make this evening. He said what Megan and he are planning on doing as they close out the 2013 - 2014 fiscal year, is by late October or early November, they will have a number that they will share with council that would be above and beyond from the 2013-2014 dollars and we do anticipate that we can do some extra allocations in the January-February time frame. He said part of the close out of the 2013-2014 funds is to say okay, we exceeded revenue and knew we needed to place some money in reserve, where does the checking account stand at the end of this fiscal year? He said if we have an extra \$10,000, \$15,000 or \$20,000, then we are looking at the January -February time frame to do another allocation of funds. He said for fiscal year 2014-2015, we are budgeting \$425,000 in new revenues. He said we also anticipate that we may potentially be audited on our revenues this year. He said these audits encapsulate somebody coming in and looking at some of the different hoteliers, their receipts and making sure that they are following the state statutes and state laws. He said TML has a nice document out there and he wanted to make sure that everyone had access to it. He said the points that follow are really key items called out in this document. He said advertising, promotional programs to attract tourists, constructing, maintaining and operating a convention or visitors center, furnishing facilities and personnel for the registration of convention delegates, encouragement and promotion of the arts, historical restoration and preservation projects, advertising to encourage tourists to visit historic sites and museums, sporting events where the majority of the participants come from out of town, sports facilities that routinely host these types of regional or national tournaments, coliseums or multi-use facilities, signage directing the public to sites and attractions frequently visited by tourists and transportation and tourist attractions. He said something we obviously want to keep grounded in as we thought through the recommendations. He said these were elements that were considered. He said one of the pieces as we brought together this whole sub-committee to look at the applications that came in, we really wanted**

**to focus heavily on strategic advertising and also bring in some multi-event advertising when possible. He said this past year, out of our general tourism advertising fund, one of the things we had tasked both Chris Ruggia and Stewart Ramser with is as we were putting ads in "Texas Monthly" or "Ride Texas" or some of these larger publications, how do we create what the bottom point is annotating as the call to action. He said it is great to see advertising that says Alpine, Texas and show a great visual. He said it is another piece to have that call to action where we say we have Art Walk on this specific weekend or we have the Theatre of the Big Bend on a specific weekend. He said we really feel like honing in on that call to action was an important element that we brought to the table this year and advertising multi-event. She said concerning the categorization of events events, he is glad Dona Roman brought that up, the categorizations and how they were tiered were not based on what the sub-committee deemed. He said it was actually based on feedback that we had received from the hoteliers. He said about a year ago Stewart had done a survey with the different hoteliers and asked them what were the top events that were driving heads in beds for their hotels. He said the four that were noted on the write up were the four that consistently the hoteliers called out as being the biggest drivers of tourism at their hotels. He said many weeks and weekends we have full of activities. He said what we saw this year between Fourth of July weekend, you have the Fourth of July fest and Fiesta del Barrio and Baseball Games and the Theatre of the Big Bend. He said too many activities for somebody to attend and what that does is create that desire to return and come back to Alpine. He said we really felt strongly that at times someone may come into town and say there is not enough time to do everything. He said we also feel that provides that hook for people to come back. He said all of the requests that came in this year outweighed our available projection of funds. He said the hardest thing as a group was how do you go back and start trimming that down. He said the recommendation was not an easy process. He said he did not go through an show on the screen all of the different items. He said those are in the packets that we sent out and the idea of course with having a special meeting, was to give an opportunity for applicants to come in and voice their opinion if they wanted. He said if they did not they did not have to feel compelled to come in. Councilor Stephens said the Big Bend Film Commission had a request for \$74,000 and the recommended funding was 0. He said his understanding was that part of this was driven by how they approach the hotels in terms of long term and that is not eligible for hotel tax and that is correct? The City Manager said yes. Councilor Stephens said they are bringing people in hotels but we are not getting any hotel occupancy on it. The City Manager said it depends on the length of the stay. He said if somebody comes in for a major production and you look at an over 30 day stay, if they are filming a movie, then at that point, if they were going to stay longer than 30 days, it would not pay into hotel occupancy tax. He said the other piece that we looked at....we really had**

***two similar type requests. He said one would be the Big Bend Films Commission and the other would be the Marfa Film Festival. He said part of the dialogue that we had is when you have a festival itself, that drives in people to come attend and kind of creates that call of action for tourism. He said we are going to be showing a bunch of different clips or a bunch of different films come in and there will be 30 or 40 different viewings and so the Marfa Film Fest kind of fills that particular void. He said they were recommended at zero because their anticipated date is in the following fiscal year. He said they are moving their festival to October. He said that is the reason for the recommendation there. Councilor Salas said she was not sure what page it was on, but on the new events, was the City Manager going to use the Fiesta Del Barrio and Fourth of July to combine for them to use the allocated amount. The City Manager said that was the recommendation, for those two groups to work together on the advertising. He said the other piece was to drive advertising out of the general tourism fund for that whole weekend and make sure that the advertising that went out, hit all of those events. He said we are going to have major publication advertising as we approach the summer and then the idea around that is how do we list all the things going on, on Fourth of July weekend. He said Fiesta Del Barrio is one that is a newer request but an older event. He said he thinks that is one that has more and more attraction of outside visitors to that event coupled with what we see for Fourth of July weekend as well. Councilor Salas said she thinks they start a little earlier than the fourth of July. She said she thinks they start early that morning on the Fourth of July and then go through the event. The City Manager said we see a lot of back and forth between the two events. Councilor Gonzales said on the Theatre of the Big Bend, they are asking for \$30,000 and we are giving them \$10,000. He asked if it was possible to at least give them another \$5,000. He said his point is that a lot of that money is supposed to be for advertising. He said it is not supposed to be for the event and if you do not have enough money to advertise then we are kind of shooting ourselves in the foot. The City Manager said a couple of thoughts on that. He said one of the things that we did this year on some of our statewide advertising is we did include the Theatre of the Big Bend on a couple of points that we were listing out to show that as an activity during that juncture. He said we also really had gotten behind the University with the bus wrap and then there was also the other request that came from Karen Brown at the University where we are recommending funding for a variety of other different events that they are hosting. He said he thinks the combination of that, even though they are separate, is support of the University as a whole in advertising for those events. He said it is all coupled, it benefits the community and not just Sul Ross. He said because we recommended an allocation that equals what the approved revenue amount is, it would just require that we reduce that \$5,000 from other entities. Councilor Bermudez asked about the \$75,000 that was set aside from this money. The City Manager said not from this money. He said as we entered this fiscal year that we are in right now, the city, from what we could***

see, brought forward about a \$90,000 to \$100,000 in that hotel fund. He said there was not a specific amount by resolution or ordinance called out as to what we could hold in the reserve fund. He said so what we looked at was how do we take what the 2013-2014 fiscal revenues are plus what was brought in from the checking account from the previous year, pay what was allocated, during the year and then also take the \$75,000 and put that in a reserve fund and that is coming out of this fiscal year, the one that will end on September 30<sup>th</sup>. He said there is not an additional \$75,000. Councilor Bermudez asked how much money was coming in for this next year. The City Manager said \$425,000. Councilor Bermudez said we have \$633,000? The City Manager said that was what was requested. Councilor Bermudez asked if the \$425,000 was all that was left and if we would have any left over. The City Manager said when we close out our books for 2013-2014, we anticipate we will have some dollars left over. He said he does not know what that amount will be but once we know what that amount is, then we will bring that to council and look at potentially doing another allocation in the January, February time frame with whatever those dollars are. He said we could come back and satiate what we categorize as underfunding here or if there are new events that show up in the next three or four months. Councilor Bermudez asked again how much we received in hotel motel taxes this year. The City Manager said so far to date we have received \$430,000 in revenue. Councilor Bermudez said she really hated not to be able to give more money to the Theatre of the Big Bend. Councilor Stephens asked how much the Theatre of the Big Bend got this year. The City Manager said \$10,000. Councilor Fitzgerald said he thought it was a good idea that we had a reserve. He said we do not know when someone will come up with a good idea like last year Tushar came up with a jazz and kite festival.

John Green said he was the executive director with the Big Bend Film Commission and he wanted to talk specifically about the so called 30 day hotel process. He said it is a very complicated process. He said if a guest arrives in a hotel it is incumbent upon them to tell the hotel that they are going to be there for more than 30 days. He said if they do not do that the hotel cannot get a rebate on their hotel/motel tax. He said the hotel still has to collect it from everybody who is there until they go past the 30 days. Then the hotel can get a rebate back. He said you cannot break up the stay. He said you can't stay for 28 days and then come back. He said the 1,200 room nights that they, the Big Bend Film Commission, feel that they have generated here in Alpine is probably where the City of Alpine is getting that extra hotel/motel tax generated. He said he also got a copy of the rebuttal and hopes the council had a chance to look at it.

Dona Roman – said the summer theatre is not a one weekend event. She said their 1,000 to 2,000 patrons do not have the same impact as the ones we have had in the past. She said it is a challenge for them to spread their advertising dollars over a period of time and three or four times more than it has been up to for our other events. She asked that the council take that into

*consideration. She said lastly up until last year they did receive \$20,000 to \$25,000 from the city. She said last year is when they got their funding cut. She said this year's "Annie Get Your Gun will run for four weekends."*

*Liz Jackson – said she wanted to thank the council for their support. She said the hotel/motel money that they have received has made a tremendous difference in how far the Museum of the Big Bend has been able to reach out. She said she also wanted to speak on Dona's behalf for the Theatre of the Big Bend. She said anything extra that you could put towards the Theatre of the Big Bend helps all of us. She said they have many patrons in the Midland/Odessa Area and they are trying to reach out to the El Paso area. She said the advertising would benefit us all.*

*Norma Olivo –said she is with the Fiesta Del Barrio. She said they have been doing this for 9 years. She said it just lasts one day but usually people come in for 2 or three days, for the whole weekend.*

*Ken Clouse – said he is with the Big Bend Balloon Bash and he just wanted to tell the council that they do appreciate the funding increase that they got this year. He said just like everybody else, it was less than what we asked for. He said they want to concentrate on advertising and see how far the funding will go. He said they wanted to thank the council because they did get an increase over what they had received over the last four or five years. Councilor Bermudez asked who was in charge of the Cinco De Mayo. Erik said Elidia Polanco. He said they have a board but he primarily deals with Elidia. He said also Jessica Chavez was on the Board this past year. He said every year he thinks Elidia tries to exit more and more from this. Councilor Bermudez said all the booths that are at the Art Walk every year, does the city charge any money for having all the booths out there? The City Manager said the only two places that we charge for rental are the pavilion at Kokernot Park and the Civic Center here. He said no we do not. Councilor Bermudez said and yet the city is in charge of putting the lights up and the cleaning afterwards. She said she knows that they charge a pretty penny for their booths. She said they charge \$325 for the booths. The City Manager said they do the majority of the cleanup. He said the city will come back through and tidy up the areas and we handle the lights. He said it is Christmas light time that time of year too so Hector and Eddie's team is out going through that process and getting those lights up. Councilor Bermudez asked if the \$25,000 included \$5,000 for a mural. The City Manager said no, in the write up that we put together, one of the elements that we looked at was kind of putting that top number and scaling back to that \$15,000 being the top allocation. He said one of the challenges we have is that we look through these elements and where do we cut. He said one of the notions was even on some of these bigger events, how do we get back to \$15,000. He said for Viva Big Bend Music, we actually only allocate \$7,000 and that is a very large event in the summer. He said the thought was on some of the bigger events, how do you bring them back without going from \$30,000 to \$15,000 but how do you step that back over a couple of years. He said the idea around the mural was that, this is the hotel/motel funds coming out of*

***the city hotel tax, is it better to look at city assets to put future murals on versus private side assets. He said before we look at funding a mural in the future, his recommendation is that we really need to look at what is the asset being proposed because if you put a mural out here on the side of the civic center or you put one on the water tank at Kokernot Park, we know those are city assets and they are not going to be sold or bartered or things of that nature. He said we have two very beautiful murals downtown on 5<sup>th</sup> and Holland but there is a risk that the individual could want to do something with that property. He said as a city we would work hard but we do not have endless pockets to try to save that. He said by thinking through murals in the future and putting them on city assets, it will be better. He said water towers, if you go up through the El Paso, Las Cruces area, you will see water towers specifically in Las Cruces that are sprinkled with murals. He said a lot of other communities in the West have done that too. He said the thought was, in the future, how do we get those more on city based assets. Councilor Fitzgerald said he thinks it is ridiculous to use tax dollars to increase the value of private property. He said he thinks the next mural needs to be on the Civic Center. Councilor Stephens said he read through the roughly thousands of pages of the applications that came in. He said what he could not find in there was much quantitative data. He said there was a lot of qualitative data. He said he would have expected maybe the Chamber would be keeping track of data about why people actually come to Alpine so we can have a more quantitative and informed perspective. He said the Big Bend Film Commission says 1,200 room nights and he has no idea of what is right and what is wrong and how you evaluate it. He said with simple division, 1,200 rooms into \$74,000 is roughly \$60 a night for hotel tax. He said he does not even know what the amount of hotel tax is. He said maybe for next year we should talk with the Chamber and have them gather us some data. He said it is a little hard because if this is about trying to recognize those organizations that actually bring people in and actually do create hotel tax, it would be nice to have some facts and data for the next fiscal year. The City Manager said he absolutely agrees with that. He said Stewart and Chris had gotten out some various surveys where some of the groups will work with the hoteliers and ask them what brought you in. He said we got some of that from Big Bend Ranch Rodeo and how do we then put that into more of a quantitative so that we understand if there are specific events or groupings of events that are driving hotel behavior. Councilor Stephens said if we set an expectation that is going to be a requirement for next year. He said to bring forward quantitative data and then we will have a much more focused discussion about the way these dollars ought to go for those who are claiming to benefit. He asked if the City Manager knew what the average night tax was. The City Manager asked Stewart Ramser if he had that figure off the top of his head. Stewart said 14.25 is the percentage and then you are looking at the room rate. He said the room rates are about \$50 to \$120 a night. He said an average room rate would be about \$80. Councilor Stephens said that would be about \$12.00. He***

**said that helps an awful lot. He said even 1,200 rooms at \$12 is \$14,000 that it would have generated. Stewart said the state does take a piece of that. Councilor Stephens said the county gets separate money as well. Mayor Rangra said the City only gets a small portion. The City Manager said we do get the larger portion. Megan said the state claims 8% and the city claims 7%. Mayor Rangra said that is the irony of it, the state makes all the money. He said we should have better data on how many people stay in the hotels and for what events. Mayor Rangra asked if we were expecting \$430,000 this year or \$425,000. The City Manager said \$425,000. Mayor Rangra said \$425,000 is what we are distributing, so we are giving away every penny. The City Manager said that is correct because we have already established a reserve. Mayor Rangra said he just wanted to assure the public. He said there are requests for \$632,000 and so we have \$425,000 and that is all we have to be distributed. He said everyone needs to put that into perspective. Councilor Fitzgerald said he polled some hoteliers and on Art Walk weekend he asked them how much their business was driven by that. He said you are going to have some people stay anyway. He said they said 60 to 80% for Art Walk. He said he agrees with Councilor Stephens that we should have hard data. He said by just going by there and polling them is another way to take a look at it. Mayor Rangra said there is another way to take a look at this and that is sales tax. He said when people stay for a month in a hotel, there is no money coming in for hotel/motel but they do spend money locally which means they are paying sales tax. He said the City of Alpine should be realizing more money. He said he could be wrong but he has not seen a spike in the sales tax. He said the sales tax is reported monthly. The City Manager said we do see the rise in the sales tax, year in and year out. He said some of that is driven by increase pricing or cost of living increases but some of it is driven by additional people being here in town whether it is permanent or tourist. The City Manager said we will definitely have an action item to give more quantitative data. He said he does not think it will ever be perfect but he thinks it can be better than what we are seeing today. Councilor Fitzgerald said he would like to see some more hard quantitative data on the Big Bend Film Commission. He said he likes John Green but he has not seen any hard facts. He said they want \$74,000 and they say they brought in the movie. He said he would like to see some hard facts.**

**John Waters – said he had a few questions for clarification. He asked what the actual hotel occupancy tax percentage. He said there were some numbers thrown out of 6 and 7 and 8. The City Manager said we wind up getting 7%. John said it seems counter intuitive to him that you have hotel stays for over 30 days at a time and that is exempt from hotel/occupancy tax. He said if they do not pay the tax are they not eligible for any hotel/motel tax revenue or is that just the council's opinion. The City Manager said there are statutory requirements on how the money can be distributed so the language....John said if someone stays for over thirty days and does not pay a hotel tax does that exclude them from receiving hotel occupancy funding. The City Manager said no and that was never an absolute criteria that we had to look at with**

**any of these applications. He said if you look at something like the film commission or you can make the argument that maybe the Theatre of the Big Bend brought in people for close to over a month, probably not the case, but possibly, what the notion around was understanding do you have a mix of some people that will stay over 30 days and then also what is economic development vs. what is attraction for tourism. He said the example he used earlier when you use the filming industry, what is the film commission attracting. Are they attracting feature length films or commercials. He said Marfa Film Festival is bringing in directors, actors, producers for a short duration festival where we know 99% of those people are not going to stay beyond 30 days. He said they are only coming into town for that festival. He said we know definitively that would drive a hotel tax unless they fell into an exempt category. He said within the document you will see that there are a few exempt categories for example, government workers. He said we batted that around and talked about that as well. He said Big Bend Film Commission was funded last year. He said originally it was part of a match and they came back sequentially and we dropped the match. He said one of the elements that was discussed there was this is Big Bend Film Commission and who else in the general vicinity, Brewster County Tourism Council, Marfa, Presidio, Jeff Davis, Marathon or what other entities are funding that group. He said that was part of the dialogue last year that the council had. He said what are the other entities, similar to Alpine who are going to help fund. John Green said he would tell the city that he agrees with them. He said he would love nothing better than to get quantitative data when he can. He said the data by the way for the Ramada came directly through the motels. He said Tushar said this was how many people he had and this was how long they stayed and that was the total of that. He said they just got a gross number. He said he has yet to find a hotel that will let them into their books and tell them how much money it is generating. He said in the case of "Marfa Girl Two" they generated all those room nights and spent obviously a lot of money eating and they were fed by the hotel. He said they did not film in Alpine and went to Marfa. He said actually they did not go to Marfa because they were a little worried about the nudity in the film so they actually rented a ranch north of Marfa. He said as often as he can he tries to get quantitative data. He said he must admit that those figures were derived from talking to the hotelier. He said where they put up people mostly was Ramada. He said the Holland and Holiday Inn, the Hampton and Best Western were also used to put up people. He said he has a great deal of trouble getting the data from the hoteliers. He said they do not want to divulge it to us. He said also on this 30 days, the city should know, that before the legislature as we speak, that particular item is up to be thrown out. He said there is a big argument going on. He said there are a lot of people who think that 30 day, by giving back your hotel tax is insane. He said there are some people who say, no let's just get rid of it. He said that is up in the air and we will see in the next legislative session how it goes. He said in terms of a comment that the City Manager made in his tourist's definition, the THLA's definition of tourist is anyone who comes in**

**from outside the community and comes to your community and spends money. He said in their case it needs to be a person who comes in from the outside and stays overnight. He said that is the definition of tourism. He said it does not matter whether they are here to see music, Theatre of the Big Bend or whether they are here working out. He said in a personal note, this is something that Fitz brought up a minute ago but it is absolutely essential that their organization becomes bigger and better. He said Theatre of the Big Bend works under some of the most dismal conditions. He said their equipment is second rate and they need a lot of rope and they do not have it. He said the university is not going to give them any money. He said the more that we can do to help only benefits all of Alpine and this area. Councilor Bermudez asked if they were going to go one by one. Mayor Rangra said no, he was just going to ask for a tally, unless the Council wanted him to do otherwise. He said if you raise somebody you are going to have to take it away from somebody else. He said it is up to the Council. Councilor Bermudez said she sure would like to see Theatre of the Big Bend get more money but she does not know how we are going to take it away from somebody else. She asked the City Manager if we get any money out of Art Walk. The City Manager said we do not. Councilor Bermudez asked where the money goes that they get from the person renting a booth. The City Manager said it goes into their overall operating fund that their committee manages and oversees. He said the money that comes out of hotel/motel funding is only a portion of their overall revenue projection. He said they will project other revenues and expenses. He said there is not an expense pay back to the City of Alpine. Councilor Salas asked what they charged for booths. The City Manager said this last year it was \$300. Councilor Gonzales said it was \$325 and \$350. Mayor Rangra asked if we had the information on how much each booth pays. The City Manager said he can get that from Keri. Councilor Fitzgerald said all the street vendors got run off last time. Councilor Fitzgerald said Keri stood up here and said Art Walk was worth \$50,000 to her for that weekend. Mayor Rangra asked if these events could charge for booths that were placed on public property. He said the railroad parking lot is leased and belongs to the city. The City Manager said in the past the city has administrated it that way so we collectively as the City of Alpine has blessed Art Walk as an event and allowed them to do so. He said that does not mean we can't change moving forward. He said that is the way it has been administrated in the past. Councilor Bermudez asked if there were any fees that they were supposed to pay for. She said like a vendor fee. The City Manager said for an event you will have an entity pay a vendor fee and then register sub-vendors under that. He said kind of like a farmers market where the one person has the sales permit there and they will bring other entities under them. The City Manager said it would be very minimal and in this instance in the past, the city has not charged a vendor fee because in the whole scheme of the event it was something that the city has been behind and pushed from an event perspective. Councilor Salas asked about the Mountain Country Christmas**

*in the Civic Center and if they did not get charged a vendor fee. The City Manager said Mountain Country Christmas is for a two year period to host and run the Christmas Bazaar. He said there was only one applicant this year. He said they are typically trying to raise money for an outreach type program. He said they will rent space and try to generate dollars on behalf of that outreach program. Councilor Stephens said Art Walk is not the only one of these events who charge vendors to put up a booth. He said Kiwanis do it at the park on public property. He said if we are going to do something we cannot just do it for one, we would have to do it for all the organizations who are doing the same thing. Councilor Fitzgerald said his wife does have a Tax Id and does pay sales tax. Councilor Bermudez said concerning the Alpine Cowboys, do they bring in a lot of people from outside the city? The City Manager said the primary driver is the visiting teams. He said they do. He said you have that revenue that comes in and like this year where there is a playoff series, that generates additional stays. He said that is one that we throttled back from what they were given last year and we will continue to throttle down. Mayor Rangra said we do have a provision to revisit these in case for some reason we feel we need to. The City Manager said that is correct. He said we are looking at and sharing with Council how that fund is doing. He said if we get to that point, in January, February or March where we see that we are really trending above then we can come back and allocate more additional programs. Councilor Salas said on the Gem and Mineral Show we are only recommending \$700. The City Manager said that is somewhat of a misnomer. He said they requested free use of the facility. He said instead of arbitrarily giving them free use of the facility that we then have to maintain, we granted them \$700 to pay for the use. He said in that way we are not sacrificing the revenues that we budgeted for the rental of the Civic Center. He said he still needs to propose to Council an updated rate structure for the Civic Center for the Council to vote on. Councilor Gonzales said on the list he sees tourism overhead. He asked if the City Manager could explain that to him. The City Manager said at the beginning of the last fiscal year the council voted to pay the City government fund 7% to administrate that fund. He said that basically covers the portion that our finance team, the City Manager, software, copies and all of the administration of this. Motion was made by Councilor Fitzgerald, by Resolution 2014-09-13, to award hotel/motel funding to events for 2014/2015 fiscal year as presented to the Council. Motion was seconded by Councilor Stephens. Motion unanimously carried.*

**10. Council Members Comments - None**

**11. Executive Session – None**

**12. Action After Executive Session – None**

**13. Adjournment – There being no further business, motion was made by Councilor Fitzgerald to adjourn and seconded by Councilor Gonzales. Motion carried unanimously and meeting was adjourned.**

**NOTICE: The City Council reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any of the matters listed on the posted agenda, above, as authorized by the Texas Government Code, Sections 551.071 (consultation with attorney), 551.072 (deliberations about real property), 551.073 (deliberations about gifts and donations), 551.074 (personnel matters), 551.076 (deliberations about security devices), and 551.086 (economic development).**

I certify that this notice was posted at 10:00 A.M. on September 19, 2014, pursuant to Texas Open Meetings Act. (Texas Vernon's Annotated Civil statutes, section 551.043 Texas Government Code.) This facility is wheelchair accessible and accessible parking space is available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the city secretary's office at (432) 837-3301 or fax (432) 837-2044 for further information.

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Dr. Avinash Rangra, Mayor

Attest:

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Margaret "Molly" Taylor, City Secretary

I, Margaret "Molly" Taylor, City Secretary, do certify that this notice was posted at 10:00 A.M on September 19, 2014, and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

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Margaret "Molly" Taylor, City Secretary