

**Convention and Visitors Bureau Committee
Minutes from Wednesday, October 6, 2021
City Council Chambers**

Present: Gloria McDonald, Kristy Tyra, Gloria Pierce, Susan McLellan, Cody Hughes, Jacob Cerda

Staff: Hayley Herrera, Manny Negron, Terri Telchik, Joann Olvera

Guests: Julie Bailey, Keely Gomez, Diane Yanez, Cheryl Sparks, Mike Yeater, Eddi Ray, Nick Ornelas (was present at beginning of meeting but left due to City Council Quorum)

Gloria McDonald called the meeting to order at 4:35 p.m.

Public Comments

No public comments.

Disposition of Minutes

- a. The minutes from the April 7, 2021, meeting were reviewed. Motion was made by Kristy Tyra to approve the minutes as written. Motion was seconded by Susan McLellan and passed unanimously.

Event Funding Follow Up Reports

- a. Southwest Hoops Event- A representative was not present, but Manny Negron was present to answer any questions about the follow up report. The event received \$18,000.00 and had 420 hotel rooms for 3 events.

Event Funding Applications

- a. Review of Event Funding Report- The event funding balance was provided to committee members.
- b. Oktoberfest- Emaan Campbell with Hotel Settles was present to answer any questions about the funding request. The event will be held on October 16, 2021, at Hotel Settles. They are requesting \$13, 000.00. The staff recommendation for this event was \$7,000.00. Susan McLellan made a motion to approve the staff recommendation. The motion was seconded by Kristy Tyra and passed unanimously.
- c. Live Drive Thru Nativity- Keely Gomez with First Church of the Nazarene was present to answer any questions about the funding request. The event will be held on December 10-12, 2021, at the First Church of the Nazarene. They are requesting \$1,000.00. The staff recommendation for this event was \$1,000.00. Gloria Pierce made a motion to approve the staff recommendation. The motion was seconded by Jacob Cerda and passed unanimously.

Other Business

- a. Presentation by Howard College: Resolution of Appreciation for Funding of the Howard College Rodeo in the Last Decade- Dr Sparks thanked the committee and CVB for the five years of support given to the Howard College Rodeo.

Financials

Hotel tax revenue report and comparison report of local hotels were provided to the committee.

Tourism Coordinator Report

Manny Negron provided the committee with information on two projects being worked on. One being a new Big Spring rack card and television commercial slots about Big Spring for the Winter Olympics with News West 9.

Facilities Coordinator Report

Terri Telchik provided the committee with the August and September 2021 Facilities Report and informed the committee about facility activities and auditorium construction updates.

Community Services Director Report

Hayley Herrera informed the committee about the Disc Golf Tournament that was previously held and the Texas Plains Trail Region Board meeting that should be held in December in the Auditorium.

Members Comments

Jacob Cerda- Praised the Disc Golf Tournament and its turnout.

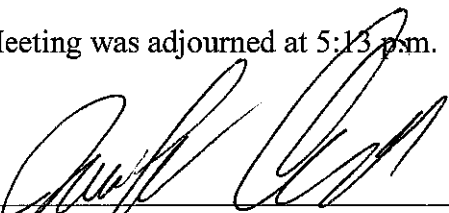
Susan McLellan- requested information about the Festival of Lights.

Gloria McDonald-requested pictures of the portable bathrooms to be emailed to the committee.

Gloria Pierce- Praised the Howard College Rodeo and Disc Golf Tournament, can't wait to see the turnout of Oktoberfest and Festival of Lights as well as the Live Drive Thru Nativity.

Kristy Tyra- Wanted to inform everyone that the lights in the park are currently being worked on.

Meeting was adjourned at 5:13 p.m.



Gloria McDonald, Chair
Jacob Cerda, Co-chair

11/3/2021

Date