

MINUTES OF THE CITY COUNCIL WORKSHOP
CITY OF COLLEGE STATION
FEBRUARY 27, 2014

STATE OF TEXAS §
 §
COUNTY OF BRAZOS §

Present:

Nancy Berry, Mayor

Council:

Blanche Brick
Steve Aldrich
Karl Mooney
John Nichols
Julie Schultz
James Benham, absent

City Staff:

Kelly Templin, City Manager
Carla Robinson, City Attorney
Chuck Gilman, Deputy City Manager
Sherry Mashburn, City Secretary
Tanya McNutt, Deputy City Secretary

1. Call to Order and Announce a Quorum is Present

With a quorum present, the Workshop of the College Station City Council was called to order by Mayor Berry at 4:30 p.m. on Thursday, February 27, 2014 in the Council Chambers of the City of College Station City Hall, 1101 Texas Avenue, College Station, Texas 77840.

2. Executive Session

In accordance with the Texas Government Code §551.071-Consultation with Attorney, and §551.086-Competitive Matters, the College Station City Council convened into Executive Session at 4:30 p.m. on Thursday, February 27, 2014 in order to continue discussing matters pertaining to:

- A. Consultation with Attorney to seek advice regarding pending or contemplated litigation; to wit:
- College Station v. Star Insurance Co., Civil Action No. 4:11-CV-02023.

- Patricia Kahlden, individ. and as rep. of the Estate of Lillie May Williams Bayless v. Laura Sue Streigler, City of College Station and James Steven Elkins, No. 11-003172-CV-272, in the 272nd District Court of Brazos County, TX
- Cause No. 13-002978-CV-361, Deluxe Burger Bar of College Station, Inc. D/B/A Café Eccell v. Asset Plus Realty Corporation, City of College Station, Texas and the Research Valley Partnership, Inc., In the 361st Judicial District Court, Brazos County, Texas

B. Consultation with Attorney to seek legal advice; to wit:

- Legal advice related to the College Station power supply contract

C. Deliberation on a competitive matter as that term is defined in Government Code §552.133; to wit:

- Power Supply

The Executive Session adjourned at 5:45 p.m.

3. Take action, if any, on Executive Session.

No action was required from Executive Session.

4. Presentation, possible action, and discussion on items listed on the consent agenda.

No consent items were pulled.

5. Presentation, possible action and discussion regarding the existing Hotel Occupancy Tax Fund Grant Program administered by the Bryan-College Station Convention & Visitors Bureau.

Shannon Overby, BCS Convention and Visitors Bureau, reported there is a two-part test related to the spending of HOT funds. First, it must “directly enhance and promote tourism and the convention and hotel industry”, and secondly, it must fit into one of eight categories: convention center, convention registration, advertising/promotion, the arts (maximum 15%), historical preservation, sporting events, enhancement of existing sports facilities, or transportation systems.

In 2011, they created the Rewards Program to reward those groups that produced. She noted that in Fiscal Years 2011 and 2012, 21 groups qualified for funding (out of a total of 36 applications). The benefit to this program was that it brought awareness to new groups. However, funds were limited to the CVB budget and were only available to new groups.

In 2013, HOT Grants were created with funding supplied from Bryan and College Station. HOT grants funded eleven organizations for fifteen events. \$292,205 was requested, of which \$131,178 was approved. The estimated visitor spending within the community amounted to over \$28 million. The pros to HOT grants include: allowed HOT funds to be spent for ROI; completely transparent and fair; protected funding partners and the CVB; allowed to incentivize groups to return/stay in BCS; and encouraged events on ‘need’ dates. The cons

include: process was extremely time consuming; no immediate response for client; limited funds; and some organizations went around this system for funding.

A change to the system established Grant Panels, which will meet twice a year. The October panel addressed nine organizations for fifteen events for an estimated economic impact of \$29.5 million. The March panel will address eleven organizations for thirteen events for an estimated economic impact of \$9.5 million. This is a much smoother process with immediate opportunity for questions, discussion, and decisions. Only 25% is given upfront. Again however, there are limited funds with only \$128,000 from College Station. The Grant Panels consist of the CVB Executive Committee (both City Councils, City appointments, and a BVLA appointment), an Arts Council representative, and representatives from City Manager's Offices. The evaluation process includes: room nights generated; need dates; potential for the group to return; and the number of attendees (spectators and participants/registrants).

For the future, it is hoped that available funds can be increased, perhaps with a percentage of the HOT tax collected. They also want to simplify the invoice/payment process with an invoice for the full amount upfront. They will provide quarterly and annual reports showing what was paid out and what is left.

6. Council Calendar

- **March 3** Bicycle, Pedestrian & Greenways Advisory Board Meeting at 2nd Floor Conference Room 1, 3:00 p.m.
- **March 6** Grand Opening - Hilton Garden Inn at 3081 University Drive East, 4:30 p.m.
- **March 6** P&Z Workshop/Regular Meeting, 5:00/7:00 p.m. (Liaison: Steve Aldrich)
- **March 13** Executive Session/Workshop/Regular Meeting at 4:30, 6:00 & 7:00 p.m.

Council reviewed the calendar. The Empty Bowls event at the Arts Council is March 1 at 10:30 a.m. The Dinner for CASA at the Brazos Center is on March 1 at 6:00 p.m. March 8, 8:00 a.m., is the wall raising for Habitat for Humanity at 1117 Phoenix.

7. Presentation, possible action, and discussion on future agenda items: a Councilmember may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

There were no items requested for placement on a future agenda.

8. Discussion, review and possible action regarding the following meetings: Animal Shelter Board, Arts Council of Brazos Valley, Arts Council Sub-committee, Audit Committee, Bicycle, Pedestrian, and Greenways Advisory Board, Bio-Corridor Board of Adjustments, Blinn College Brazos Valley Advisory Committee, Brazos County Health Dept., Brazos Valley Council of Governments, Bryan/College Station Chamber of Commerce, Budget and Finance Committee, BVSWMA, BVWACS, Compensation and Benefits Committee, Convention & Visitors Bureau, Design Review Board, Economic Development Committee,

Gigabit Broadband Initiative, Historic Preservation Committee, Interfaith Dialogue Association, Intergovernmental Committee, Joint Relief Funding Review Committee, Landmark Commission, Library Board, Metropolitan Planning Organization, Parks and Recreation Board, Planning and Zoning Commission, Research Valley Partnership, Research Valley Technology Council, Regional Transportation Committee for Council of Governments, Transportation and Mobility Committee, TAMU Student Senate, Texas Municipal League, Twin City Endowment, Youth Advisory Council, Zoning Board of Adjustments.

Mayor Berry reported on the Blinn College Advisory Committee.

Councilmember Schultz reported on the RVP and the Legislative Affairs Committee for the Chamber of Commerce.

Councilmember Nichols reported on the Brazos County Health Department.

Councilmember Brick reported on the Transportation Mobility Committee and the Chamber of Commerce Transportation Committee.

9. Adjournment

MOTION: There being no further business, Mayor Berry adjourned the workshop of the College Station City Council at 6:59 p.m. on Thursday, February 27, 2014.


Nancy Berry, Mayor

ATTEST:


Sherry Mashburn, City Secretary