



Brewster County Tourism Council
Minutes & Motions
Regular Board Meeting January 28, 2019

Attendees: Bill Ivey, Barbara Trammell, Travis Roberts, Wendy Little, Linda Walker, Alaine Berg, John Price, Mimi Webb-Miller, Robert Alvarez, & Kara Gerbert

Absent: Carol Peterson, Tom Williams, Marsha Roberts

Guests: Jason Jones, Jeff Leach, Anna Oakley, Carrie VanEck, Sara Allen Colando, Belle Pena-Lancaster, Stephanie Neckar, Kaci Kothmann, Nathanael Gold, Jayne Gallo, Louis Carpenter, David Elkowitz, Sandy Price, Jeff Megewski, Molly Finnerty, Bob Krumenaker, Eleazar Cano

Meeting was called to order at 1:10 by President Bill Ivey.

Bill then asked for everyone to introduce themselves & their affiliations

Bill then asked if everyone had read the minutes & asked for a motion to approve.

Motion to approve by John Price & 2nd by Travis Roberts

Motion Passed

Bill opened the discussion on agenda item 1 – Appoint a Committee on Park Closure Emergency Situations.

Director Robert Alvarez spoke on the fact that we contacted THLA on how we could use the excess fund HOT tax. Topics for consideration are: Fire, Mountain Lion Attacks, Govt. Shutdown, Shootings, Negative PR in general.

Barbara Trammell said that we need a plan of action & Linda Walker said we need media management. An Emergency Committee was formed which included the following: Linda Walker, Tom Williams, Bob Krumenaker, Nate Gold, Sara Colando.

It was suggested that the council purchase electronic, solar powered signs to be used for such emergencies.

Discussion ensued on agenda item 2 – Marathon & Big Bend Chamber Discussion

Bill stated that it needs to be rewritten & that there be new standards.

Robert brought up the decision that former president Ron Sanders made on paying someone to do the social media for the Marathon CoC. He also stated there needed to be a meeting set up ASAP to get the changes to these contracts handled.

Discussion ensued on agenda item 3 – South County Visitor's Center Update

Roof is up on the structure to the East of the kiosk that shades the picnic tables.

The vent still needs to be put up & the bulletin board will be installed shortly. Travis mentioned that roadside exhibit sign photos & maps can easily be added to the walls of the kiosk.

Bill asked for a motion to approve Travis Roberts & the Sign Committee to get a map & prints of the roadside signs to put on the walls of the Visitor Center kiosk.

Motion was made by Barbara Trammell & a 2nd by Mimi Webb-Miller.

Barbara then asked to amend the motion to add allowing Travis to choose which signs to put on the walls. The amended motion was 2nd ed by John Price.

Motion & Amendment Passed.

Discussion on agenda item 5 – Camping Links on VBB Website

Discussion ensued on if the board should allow for campsites to be listed on the VBB website, so long as they are current with sales tax & have restroom facilities & have director approval.

Bill asked for a motion to be made on this item.

Motion was made by John Price to allow campsites to be listed on the Visit Big Bend website so long as they were current on sales tax, had restroom facilities, and had director approval.

Motion received a 2nd by Linda Walker.

Motion Passed

Discussion on agenda item 4 – Review of HOT Collections, Delinquencies, & Remissions

As per the list given to the BCTC Board, Robert pointed out that there were several hoteliers that were delinquent in paying their HOT taxes. There was a discussion on how to go about policing this issue & if we were to follow by the rules that had been told to him (Robert) that they should be taken off the website if they weren't already or they needed to have a letter sent to them stating they had a certain amount of time (according to BCTC "bylaws") to pay up or they would be removed. No action was taken on this matter.

Discussion on agenda item 6 – Visit Big Bend website & Social Media Content Discussion

It was noted that the Committee had not met for website content or for the RFP for the website. A meeting was scheduled for the next Monday.

Discussion on agenda item 7 – BCTC Meeting Frequency – Dates for Consideration

Discussion ensued and it was agreed that BCTC should definitely meet at least every two months & that Mondays or Tuesdays were the best days for everyone to meet. No action taken

Discussion on agenda item 8 – Sign Project Update

Travis Roberts reported that the sign committee would probably come back to the board with a proposal for 20-25 more signs.

Some of the signs will be duplicated in order to spread out the message.

A sign on Brewster County History is on the horizon to be produced & Travis told the board that the locations for the Ranching signs were to be as follows: South Co. Visitor's Center, Junction of Hwy 67/90, East Hwy 67, & Hwy 90 E of Marathon. Travis remarked he would like to see at least 6 signs put in place & completed this year.

Discussion on agenda item 9 – Strategic Planning Workshop

It was decided that this is something that was needed in the very near future & that it should probably be done by someone professionally.

Bill called for a motion on the Strategic Planning Workshop.

Motion was made by Travis Roberts that the BCTC Board hire an outside firm to host our workshop at a future date, TBD. A second was made by Linda Walker

Motion Passed

Discussion on agenda item 10 – Receptive Operator Seminar

Robert noted that the Receptive Operator Seminar that Linda Walker had been asking for several years running was finally coming to fruition. The date was set for February 13th in Lajitas. A discussion ensued over whether or not to invite Marfa, Ft. Davis & Alpine to the seminar.

Bill asked for a motion to be made on the invitation.

Motion was made by Linda Walker to extend the invitation to the Receptive Operator Seminar to our Tri-County hoteliers. A 2nd was made by Barbara Trammell.

Motion Passed

President Report

Any inappropriate posts by hoteliers need to be unassociated with VBB & BCTC.

A contentious discussion ensued over this situation with a somewhat ambiguous result, that any future posts will not tag or hashtag Visit Big Bend.

Social Media – 14K unique visitors to the website (Facebook Pixel) with noon and 6 pm being the “hot” times for our website. Facebook over posting is possible & Instagram has had an increase of up to 3.5k followers since January 1.

Marketing Committee – No actual determination on a date to begin the budget for 2020

Film Committee – Bill Ivey & Mimi Webb- Miller

Bill spoke about meeting with some folks from Austin about filming in the area & asked that Kara give a brief report on the AFM she attended in LA.

Kara mentioned that they had several good conversations & two very promising conversations that she felt would actually make the effort to film in the area.

Mimi mentioned that she was currently working with Netflix on the series called Narcos.

RFP Committee – Supposed to meet Monday

Marathon Chamber – Alaine Berg

59 businesses total are members of the Marathon Chamber & 9 Non-Profit -non-dues

Big Bend Chamber – Molly Finnerty & Jeff Mejewski

500 followers had increased to 800 within a month & they delivered over 350lbs of food to Boquillas during the shutdown.

Feb. 24-25th is the Alien Abduction Festival – Glen Felts Memorial

Alpine Chamber – No Report

Texas Historical Commission – Travis Roberts

Travis reported on the upcoming meetings schedule for the year 2019 for THC Meetings will be held on the 2nd Thursday of February, May, August, & November in the Val Clark Beard meeting room.

BBNP – Superintendent Bob Krumenaker

Everything will be open by the Wednesday following this meeting.

New contracts are to be drawn up with the Concessions but unsure as to when.

It was supposed to happen in January, but due to the shutdown they're unsure as to when it will happen.

2019 is the 75th Anniversary of Big Bend National Park

BBRSP – Nate Gold

Nate will hold a public meeting in Alpine, Presidio, & Marfa with a Q & A about the State Park. No date set as of this meeting.

TXDOT is widening problem areas on the river road to Presidio & since this is a legislative session, there are two bills on the floor (house & senate) for TPWD funding, that should solidify them financially.

Nate offered a State Park map for the South Co. Visitor Center wall to go along with the other map & sign photos.

Last weekend was the Big Bend Ultra Marathon – it was a big success with 350 runners.

Bike folks are still coming out during the time that the “Bike Fest” was originally run.

Texas Mountain Trail – Wendy Little

Wendy passed out the latest copy of Authentic Texas & mentioned the Trails Meeting in Austin in February.

Public Comment was heard during the President's Report

Bill called for a meeting date to be set for the next board meeting & it was determined that it would be held on **Monday February 25th at 1:00 pm in Marathon, Texas at the Richey Building (if available).**

Bill asked for a motion to be made for adjournment.

Motion was made by John Price to adjourn with a 2nd by Barbara Trammell.

Motion Passed.

Respectfully Submitted: Kara Gerbert