



CITY OF MANSFIELD

1200 E. Broad St.
Mansfield, TX 76063
mansfieldtexas.gov

Meeting Minutes - Draft

City Council - Hotel/Motel Occupancy Tax Funds Policy and Allocation Sub-Committee

Thursday, July 23, 2020

4:00 PM

City Hall - Multi-Purpose Room

CALL TO ORDER

Chairman Short called the meeting to order at 4:18pm.

Present 3 - Brent Newsom; Julie Short and Casey Lewis

CITIZEN COMMENTS

No Citizen Comments.

NEW BUSINESS

Review, Discussion and Possible Action Regarding Hotel/Motel Occupancy Tax Fund Applications Received

Chairman Short thanked all groups and organizations for their submittals. She noted that they will have less money to allocate this year due to the current COVID-19 pandemic. Director of Purchasing Gary Cardinale gave an overview of the projected funds and mentioned they would be significantly less than last year. Director of CVB Theresa Cohagen explained the current position of the hotels and how they have been impacted during COVID-19. She gave a brief overview of the CVB and what it does to promote and market the city. Theresa went into detail on how the CVB works as a liaison between various organizations around the city and hotels to ensure as much money as possible stays within the city. There was discussion regarding what events bring heads in beds and how they bring visitors to Mansfield.

The sub-committee reviewed requests and discussed allocation recommendations. Staff gave an update on the Hotel/Motel Occupancy Fund Reserve amount.

The sub-committee reviewed requests and discussed allocation recommendations to the following organizations:

Mansfield Commission for the Arts - Music Alley Festival/Arts Weeks

Mansfield Police Department Explores Post 1601 - Law Enforcement Explorer Competition

City of Mansfield - Mansfield CVB

Mansfield Historic Landmark Commission - Grant Program

Pickled Mansfield Society - Pickle Parade & Palooza

Mansfield Sister Cities Celebration

The LOT Downtown - 2020 Community Event Series

Mansfield Invitational, Inc. - Girls Tournament

Mansfield Invitational, Inc. - Boys Tournament

Mansfield Invitational, Inc. - Volleyball Tournament

*Friends of the Mansfield Public Library - Mansfield Reads! One City, One Book -
Mansfield Police Explorers Post 1601*

*The sub-committee recommended putting 7% into the reserve. Discussions will
continue at a meeting scheduled for July 29th.*

ADJOURNMENT

Chairman Short adjourned the meeting at 5:46pm.

ATTEST: Julie Short, Chair

Susana Marin, City Secretary