



CITY OF MANSFIELD

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

Meeting Minutes

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

Wednesday, May 26, 2021

10:00 AM

City Hall

CALL TO ORDER

Chair Short called the meeting to order at 10:03 a.m.

Staff Present: Deputy City Manager, Shelly Lanners; Director of Finance, Troy Lestina; Assistant Director of Finance, Bryan Rebel; Director of Community Engagement, Theresa Cohagen; Director of Communications and Outreach, Bernadette McCranie; Communications Manager, Andrew Clark; City Secretary, Susana Marin; Assistant City Secretary, Keera Seiger

Present 3 - Julie Short; Casey Lewis and Michael Evans

CITIZEN COMMENTS

There were no citizen comments.

DISCUSSION ITEMS

Discussion Regarding Hotel/Motel Occupancy Tax Fund Allocation Process

There was discussion regarding the need to improve the mandatory pre-application meeting to give applicants the best information and experience with this process as possible.

Discussion Regarding Guidelines and Possible Changes

The sub-committee reviewed the changes to the guidelines as discussed at the May 12, 2021 meeting. There was discussion regarding the types of events these funds can be used for, how the City can support events with in-kind services such as police presence and staff assistance with marketing and promotional materials.

Discussion Regarding the Topics of Discussion During the Mandatory Training

Chair Short invited Lori Williams, President/CEO of the Mansfield Area Chamber of Commerce to advise the sub-committee how to best communicate with Mansfield businesses that this opportunity is available to them. Lori spoke regarding ways to best communicate with businesses and answered sub-committee and staff questions. There was discussion regarding events, sponsorships, business plans, and resources. Chair Short reviewed the draft agenda for the mandatory pre-application training to be held June 8, 2021 at 10:00 a.m.

ADJOURNMENT

Chair Short adjourned the meeting at 10:48 a.m.

ATTEST: Julie Short, Chair

Susana Marin, City Secretary