

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:30p.m. A quorum was present.

Members present: Barbara Crozier, Chris Kappmeyer, Alison Guerra Rodriguez, Dawn O'Donnell, Paul Frenzel, Ken Morrow; **Members Absent:** Ann Covert, Meena Patel, Brandy Egger; **Ex officio present:** Daisy Scheske, Chamber of Commerce, Barbara Fredrick of Main Street; **Staff present:** Jesse Holt, Marketing Consultant, Genoa Young, GEDC Director; **City Officials present:** Mayor Bobby Logan, **Guests:** Brittney Caka from Come & Take It.

Public Comments

None

1. Approval of December 10, 2015 Minutes.

Items to be considered

2. **Review and discuss post event report from Come & Take It Committee:** Kappmeyer questioned the success. Daisy stated yes and started discussing sponsorship for vendor and food booths for the future. Also discussing the increase in cost on security and Servpro clean up. Daisy stated the mission statement and that the amount of volunteers is weak. Daisy stated she brought in food vendors to keep visitors downtown. Kappmeyer states the bands were great. Alison stated the hotels and motels were booked.
3. **Discuss and consider application for funding from Come and Take It:** Kappmeyer motioned to table funding Come & Take It and a second by Ken Morrow. Discussed to fund and to set up a 3-5 year plan in which a percentage of the agreed upon amount would be given each year out of Hotel/Motel Tax. Dawn motioned to recommend to City Council to fund the Come & Take It request and it was seconded by Paul; all members voted against motion.
4. **Discuss and consider Murder Mystery Event:** Discussed that no one is spearheading the events and there is a lack of volunteers. Those events were marked off the calendar. Dawn motioned to present to public the ideas and give resources Chris seconded. Jesse mentioned a lunch and learn and to invite business owners and non-profits to plant the seed for someone to create this and put it in motion. Lunch and Learn date set for Friday, February 19, 2016 at noon. Details to be discussed. All in favor.
5. **Discuss and consider Ghost Tour Event:** Chris Kappmeyer asked to table the date Saturday before Halloween as well as the event.
6. **Discuss and consider staffing for other event development:** It was discussed that city committees share staff to volunteer to help at events. A committee was formed to build a network of contacts for volunteers. That committee consists of Paul Frenzel, Chris Kappmeyer, Jesse Holt, Daisy Scheske, and Genora Young.

7. **Discuss and consider changing the date and time of Tourism Committee meetings:** This was tabled depending on the new date and time of GADC meetings.
8. **Marketing Consulting Report:** Jesse stated the Texas Co-op ads are set for February, September, and November. The billboard is up? Made the committee aware of possible billboards on Hwy 77 in Waco.
9. Requested for Bar Z to be added on the next agenda.
10. Upcomming Events: Stars in the Village.
11. With a motion from Chris Kappmeyer to adjourn and a second from Alison Guerra Rodriguez.