

Minutes

Regular Business Meeting - Brewster County Tourism Council

1:00 pm Monday, August 5, 2024

Val Beard Conference Room- Alpine, Tx

Board Members Present

Bill Ivey, Barbara Trammell-via zoom, Linda Walker, John Price-via zoom, Wendy Little, Julie Morton-via zoom.

Board Members Absent

Valerie Bailey, Elizabeth Lewis, Michelle West, Carol Peterson.

Staff Present

Robert Alvarez, Aaron Garza, Adela Holguin

Guests Present

Chris Tschacher, Montie Mudd, Brent Pickette- via zoom, Hayley DeArman- via zoom, Kara Gerbert, Sara Colando.

Meeting called to order at 1:10pm, quorum established. Public posting was done according to law.

Public Comment

No public comment.

Review and act on minutes

Motion to approve May 22, 2024 minutes was made by Linda Walker and seconded by John Price, motion passed.

Associate Reports/Updates:

Alpine Chamber of Commerce

No report.

Marathon Chamber of Commerce

No report.

Big Bend Chamber of Commerce

Montie Mudd said the chamber did not meet in July but would have a meeting this week. On July 23rd, the chamber's budget was submitted to the County Judge. Four individuals are asking for money from the chamber and will use up the rest of the hot tax. The annual membership meeting will be held September 12th at 6:00pm to vote on a chamber board. Montie will be stepping down as director.

Brewster County Historical Commission

Met at the Marathon Jail two weeks ago and would like to remodel it and give tours. Funding will come from the historical preservation fund.

Big Bend National Park

No report.

Big Bend Ranch State Park

No report.

Texas Mountain Trail

Wendy Little hosted forty-four people last week for the Texas Heritage Trails state meeting. They did a tour in Big Bend National Park and had dinner at the Gage Hotel sponsored by Visit Big Bend. All the guests really enjoyed their time here.

Discussion and possible action on the following:

1. Visit Big Bend 2025 Budget Review and Approval

Motion to approve budget as presented made by Wendy Little and seconded by Barbara Trammell, motion passed.

2. BCTC Vacant Board Seat Nominations

- a. New members will be voted on at the next meeting during the executive session.
- b. A new nomination made for Montie Mudd.

3. Visitor Center Construction Update

County Judge Greg Henington has been talking with the architect and Marathon has added a couple of feet to their footprint. The first set of plans could be ready by mid-August, once they have been completed the committee will meet and discuss them further.

BCTC Reports:

Council President

Bill Ivey has been attending city council meetings and has discovered that people are more aware of the money generated by the hotel tax and where it is spent.

Treasurer

Robert Alvarez reported that we still have 40% of our budget left and on track with the finances.

Executive Director

Robert reported that during the legislative session there were some red flags. Texas Hotel Lodging Association believes hotel tax funds should be used to put heads in beds. Unlike Marfa who are pushing to use a portion of the hotel occupancy tax for infrastructure. He would like to launch a website committee to oversee the new website.

Public Relations/ Social Media

Aaron Garza reported that he is hosting a French FAM in June through Travel Texas. An influencer from the UK will be coming mid-June and French Cali Fun in July. He will be picking the final two journalists to cover the Chili cook-off in Terlingua. Aaron will be attending the Outdoor Writer's conference in El Paso. He reported that Goodworks has continued to post on social media and has received a lot of engagement.

Set date for next Brewster County Tourism Council Board Meeting

Next meeting will be held on November 13th.

Adjourn

Motion made by Wendy Little and seconded by Linda Walker at 3:20pm, motion passed.