



2821 Washington Street  
City Council Chamber

**Tourism and Convention Board**

Place 1 Terry Thomas  
Place 4 Dimetrous Nixon

Place 2 John Kelso  
Place 5 Sheila Sunday

Place 3 Shannon Fulp

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**Tourism and Convention Advisory Board Minutes**

**1. Call to Order**

Chairman Terry Thomas called the meeting to order at 4:00 p.m. Present were members Terry Thomas, Shannon Fulp, Dimetrous Nixon, and Sheila Sunday. Also present were Main Street Manager Doyle Dick and City Secretary Carole Kuykendall. Member John Kelso arrived at 4:01 p.m.

**2. Public Testimony** – Determined that speakers would have two (2) minutes available to speak on any agenda item.

**3. Approval of Minutes from September 26, 2018**

Board Member Kelso made a motion to approve the minutes as submitted, member Nixon seconded. Motion passed by unanimous consent of the board.

**4. Hotel Occupancy Tax State Law**

A copy of the Hotel Tax “Two Step” by TML Legislative Counsel Bill Longley was provided to the Board for review.

**5. Applicant Presentations**

**A. Greenville Legacy – Requesting \$5,300**

Deborah Hoskins stated the event goal is to recognize those in the community who have made a positive impact for a stronger Greenville and bring awareness to the City’s rich heritage. It is an opportunity to showcase the community and honor present and past heroes especially in the African American community. The 2018 event brought in people from Japan, Georgia, Michigan, Nebraska and several cities in Texas. Requested expenses are for Plaques( \$120); UnSung Hero Plaque (\$120); Certificates/Frames (\$35); Texan Food/Show (\$7,000).

**B. Audie Murphy/American Cotton Museum – Requesting \$24,000**

Susan Lanning stated 6,881 visitors to the museum from September 1, 2018 thru August 31, 2019 and 48,468 web page hits on their website. Requested expenditures are for Audie Murphy Day which garnered 26 hotel rooms last year (\$5,000); Two (2) Gun Shows (\$8,000); Advertising (\$7,000); Easter after Dark (\$2,000); Munzee Event (\$2,000).

**C. GISD Robotic Competition – Requesting \$15,000**

Adrienne Emerson stated this will be the second year to host the FIRST Robotics district competition to be held February 28 – March 1, 2020. Competition is open to any FIRST robotics teams in Texas and New Mexico. Teams typically consist of 1-10 mentors and 15-50 students.

65% teams from hosting the first year competition stayed at local hotels. Requested expenditures are for Masonite (\$500); Meals (\$8,500); Volunteer Shirts/Badges (\$2,500); Custom Signage (\$1,000); Water Stations (\$500); Miscellaneous Expenses (\$500); Facilities Updates (\$500); Facebook Advertising (\$200); Advertising Print (\$500).

**D. Dallas Symphony - Greenville – Requesting \$9,000**

Bill Rolston stated this is the 46th consecutive year for the Dallas Symphony to perform in Greenville. The cost of the five (5) concerts is \$80,000 with funds being contributed from 30% patrons, 30% subscriptions, 30% F.L. Young Foundation, and 10% other including funding from HOT Taxes. Requested expenditures are for Dallas Symphony Engagement (\$80,000); Cash for Kids (\$300); Advertising (\$2,500); Printing (\$1,350); Postage (\$200); Staging, Audio/Visual (\$250); GMA Rental (\$2,200); Piano Maintenance and Tuning (\$820); Insurance (\$165); Tax Return Preparation (\$435); Computer/Website/Facebook (\$1,500); Hospitality (\$100); Miscellaneous/Chamber Membership (\$300).

**E. Cotton Patch Challenge – Requesting \$10,000**

Don McBride stated this event has partnered with different festivals over the last several years but the Cotton Patch Challenge (CPC) has been the constant every year. Two bike rides have been discontinued in Sulphur Springs and Waxahachie because they did not have enough volunteers. The CPC is co-sponsored by the Greenville Rotary Club and Carevide. New to the event this year was Gravel Grinders which promoted off highway road trails. Requested expenditures are for T-Shirts (\$7,200); Brochures (\$1,100); E-Blast (\$65); Postage/Flyers (\$200); Website (\$85); Banners/Posters/Other (\$700); Gravel Grinders (\$2,000).

**6. FY 2019-2020 Adopted Budget**

Main Street Manager Doyle Dick said the City Council had approved \$75,000 for tourism funding.

**7. Consideration of requests and recommendation to the Greenville City Council on funding received from applicants from Hotel Occupancy Funds**

Chairman Thomas moved to approve each entity's request. Member Kelso requested the motion be amended to approve \$10,000 to the Dallas Symphony Orchestra and Thomas agreed, Member Fulp seconded. Motion carried by unanimous vote of the Board.

**8. Adjourn**

Being no further business, the Tourism and Convention Advisory Board adjourned at 4:49 by unanimous consent of the members.

A handwritten signature in black ink, appearing to read "Shelia", written over a horizontal line. Below the line, the text "Tourism Board Member" is printed.

Tourism Board Member