



Tourism Commission
January 14, 2019
6:30pm
Parque Zaragoza Recreation Center
2608 Gonzales St
Austin, TX 78702

MINUTES

In Attendance:

Michael Searle
Vanessa Fuentes
Edward Bailey
Rachel Magee
Scott Joslove
John Riedie
Kate Singleton
Mike Cannatti
Catlin Whittington

Absence:

Bill Bunch
Mary Katherine Stout

Staff and Other In Attendance:

Felicia Ojeda, Austin Convention Center Department
Brandi Clark Burton, Citizen Communication- Sustainable Tourism
Mark Tester, Austin Convention Center Department
Sylvia Holt-Rabb, Economic Development Department

AGENDA

1. CALL MEETING TO ORDER

- a. Meeting called to order at 6:32pm by Chair, Catlin Whittington
- b. Roll Call of the Commissioners present (all present, minus Bill Bunch and Mary Katherine Stout)

2. APPROVAL OF MINUTES: 6:34pm

- a. December 10, 2018 – Postponed and moved as Old Business for February Meeting

3. CITIZEN COMMUNICATION: 6:46pm

- a. Brandi Clark Burton- Sustainable Tourism

4. OLD BUSINESS: 6:51pm

The Commission discussed the following agenda items:

- a. Briefing by Mark Tester, Austin Convention Center Department regarding Attendance figures presentation
 - a. Commissioner Riedie suggested a more tangible methodology for attendance counts.
 - b. Commissioner Cannatti requested that city staff provide “demand data” reporting to show that the current convention center configuration is not meeting demand for use, along with information on any accepted methodology in the industry to account for “unmet demand”.
 - c. It was requested that Visit Austin share reports of loss opportunities/ missed opportunities.
 - i. How is data reported for counted loss/ missed opportunities?
- b. Discussed the scope of the Tourism Commission Board purpose and Bylaws amendments.
 - a. Have a workshop session to discuss/ brainstorm problems and/or issues in tourism within the scope of the commission board
 - b. Commissioner Joslove motioned to amend the Bylaws for the Tourism Commission. Commissioner Riedie 2nd the motion.
 - i. All the present commissioners voted unanimously with approval of the motion to amend bylaws to include city’s standard requirements for establishing Committees and Working Groups.

5. NEW BUSINESS: 7:48pm

The Commission discussed the following agenda item:

- a. Briefing by Synovia Holt-Rabb, Economic Development Department, Cultural Arts Funding presentation
 - a. Commissioner John Riedie recused himself from this discussion.

6. FUTURE AGENDA ITEMS: 8:18pm

- a. The Commission may discuss and identify future agenda items, topics, or presentations
 - i. Experts from the Convention Center market nationwide and its trend on demands.
 - ii. Look at other financial models from other convention centers across the country, both private operating centers. Operating without subsidies and finance in similar to the Austin Convention Center.
 - iii. Received recommendations from the University of Texas study on the Austin Convention Center
 - iv. March Meeting date to be voted by Doodle Survey as a possible change
 - v. Start making recommendations for city council in April after new established commissioners from council are complete.
 - vi. Timelines from all the high priority “buckets” from the scope of the commission board requested.
 - vii. Review the Ethics Policy requirements for the Tourism Commission

7. ADJOURNMENT

- a. Chair, Catlin Whittington adjourned the meeting at 8:31pm
 - i. Motioned to adjourn the meeting by Commissioners Fuentes and Joslove.