

TOURISM ADVISORY COUNCIL  
REGULAR SESSION

JULY 7, 2015

The Tourism Advisory Council met in Regular Session on Tuesday, July 7, 2015, 3:30 p.m. in the Derek D. Daniels Conference Room of the Athens Partnership Center with the following members present, to-wit:

Mike Coston  
Brad Smiley  
Chet Patel  
Rae Priestley  
Deanne Boswell  
Toni Clay  
Virginia Reeder

Jerry D. Vaught, Mayor  
Charles Elliott, Councilmember  
Tress Winn, Councilmember  
Philip Rodriguez, City Administrator  
Sherri Skeeters, Tourism Coordinator

Others present: Darlene Forshage, Bob Miars, David Hopkins, Brian Sullivan, and Robin Clinker;

Constituting a quorum at which time the following proceedings were enacted, to-wit:

ROLL CALL

Mayor Vaught did a roll call of the new Tourism Advisory Council members and alternate member Darlene Forshage. DJ Warren, alternate member was not present.

HOTEL OCCUPANCY TAX LAWS PRESENTED BY ASSOCIATE GENERAL  
COUNSEL OF THE TEXAS HOTEL & LODGING ASSOCIATION

Brian Sullivan, Associate General Counsel of the Texas Hotel & Lodging Association, presented the legal uses of hotel occupancy tax funds and explained the two-part test that every expenditure must meet to be valid.

ELECTION OF OFFICERS FOR CHAIRMAN AND VICE-CHAIRMAN

Mayor Vaught recommended Mike Coston for Chairman and read his credentials of his tourism industry experience and stated that he is highly qualified to serve as Chairman. A motion was made by Chet Patel, seconded by Rae Priestley to elect Mike Coston as Chairman. The motion carried unanimously. Mayor Vaught turned the meeting over to the newly elected Chairman to elect the Vice-Chairman. A motion was made by Rae Priestley, seconded by Brad Smiley to elect Chet Patel as Vice-Chairman. The motion carried unanimously.

**DRAWING FOR PLACES 1, 3, 5, AND 7 EXPIRING ON JULY 31, 2017, AND  
PLACES 2, 4 AND 6 EXPIRING JULY 31, 2016, TO ESTABLISH TWO YEAR  
STAGGERED TERMS**

Chairman Coston called the names of the Tourism Advisory Council members in the order the applications were received to draw for their places on the board:

Place 1: Rae Priestley  
Place 2: Brad Smiley  
Place 3: Virginia Reeder  
Place 4: Toni Clay  
Place 5: Chet Patel  
Place 6: Mike Coston  
Place 7: Deanne Boswell

**INTRODUCTION OF STAFF LIASION TO THE TAC; MS. SHERRI SKEETERS,  
TOURISM COORDINATOR FOR THE CITY OF ATHENS**

Chairman Coston introduced Sherri Skeeters, Tourism Coordinator for the City of Athens, the staff liaison to the Tourism Advisory Council.

**DISCUSS/CONSIDER MEETING TIMES**

Chairman Coston reminded members that the board will meet the first Tuesday of every other month and that a meeting time needed to be determined. Several members commented that it would be best to meet later in the afternoon. After discussion, the consensus was to meet at 4 p.m.

**DISCUSS SPECIAL SESSION ON JULY 14, 2015 TO REVIEW APPLICATIONS  
RECEIVED REQUESTING HOTEL OCCUPANCY TAX FUNDING FOR FY2016**

Chairman Coston asked if 4 p.m. was a good meeting time for the Special Session on July 14, 2015 to review the applications received requesting hotel occupancy tax funding for FY2016. After discussion, the consensus was to meet at 4 p.m.

**DISCUSS/CONSIDER ADOPTING RULES AND PROCEDURES FOR THE  
TOURISM ADVISORY COUNCIL (TAC) MEETINGS**

Chairman Coston referred to the Mayor for comments which he referred to Ms. Skeeters. Ms. Skeeters pointed out a couple of items regarding TAC Vote (Rule 3.4) and Attendance (Rule 1.6). After discussion, a motion was made by Toni Clay, seconded by Chet Patel to adopt the rules and procedures for the TAC meetings. The motion carried unanimously.

OPPORTUNITY FOR CITIZENS TO EXPRESS ITEMS OF CONCERN

Bob Miars expressed that he respectfully disagreed with the comment made by Mr. Sullivan that the Henderson County Regional Fair Park Complex does not qualify for hotel occupancy tax funds. Councilmember Elliott stated he appreciates the TAC members serving on the board.

A motion was made by Toni Clay, seconded by Chet Patel to adjourn.

PASSED AND APPROVED THIS THE 14<sup>th</sup> DAY OF JULY, 2015.

---

Mike Coston, Chairman

ATTEST:

---

Bonnie Hambrick, City Secretary