

TOURISM ADVISORY COUNCIL  
REGULAR SESSION

March 1, 2016

The Tourism Advisory Council met in Regular Session on Tuesday, March 1, 2016, 4:00 p.m. in the Derek D. Daniels Conference Room of the Athens Partnership Center with the following members present, to-wit:

Brad Smiley  
Rae Priestley  
Deanne Boswell  
Virginia Reeder

Thanasis Kombos, Community Development Manager

others Present: Blake Wilson, Johnny Martinez, and Deborah Deas;

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

ROLL CALL

Member Smiley did a roll call of the Tourism Advisory Council members; Chet Patel, Toni Clay, and Mike Coston were absent.

CONSENT AGENDA:

A) CONSIDER APPROVING MINUTES OF THE FEBRUARY 2, 2016 REGULAR SESSION

Member Reeder made a motion, seconded by Member Boswell approving the minutes of the February 2, 2016 Regular Session Meeting, with the correction of Member Reeder's name. The motion carried unanimously.

HEAR PRESENTATION FROM JOHNNY MARTINEZ REGARDING FLY FISHING OPPORTUNITIES AND EVENTS IN ATHENS

Johnny Martinez made a presentation of the Fly Fishing Opportunity that he will be hosting on Lake Athens on April 9th. He is planning a two (2) day event that is free to the public, all they have to do is RSVP. He stated he is also a guide on Lake Athens for Fly Fishing.

UPDATE FROM REPRESENTATIVES OF THE TEXAS ARTS FESTIVAL

Jed Turman introduced his assistant, Evan Manning, who is taking over the social media aspect of promoting the Texas Arts Festival. He stated the only obstacle he could foresee is with the artists paying for the booth space. He stated that the lowest price he could go was \$200 for a 10' x 10' booth space. He further stated that the host city artists will receive 30% off. Mr. Turman stated that there will be a kickoff party for all those involved with the Texas Arts Festival. He stated that his main concern would be filling up the fifty (50) booth spaces. He stated that he would like to see 2,500 people show up for the event.

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Mr. Turman stated that the schedule will be the kickoff party on Friday night April 22nd from 7:30 p.m. to 11:30 p.m. and on Saturday, April 23<sup>rd</sup> from 8 a.m. to 6 p.m., and then Sunday, April 24<sup>th</sup> from 11 a.m. to 5 p.m.

#### OPPORTUNITY FOR CITIZENS TO EXPRESS ITEMS OF CONCERN

Deborah Deas represents the East Texas Arboretum Botanical Society, she stated that she wanted to come look at the format, and her group would be back to make a formal presentation to the Tourism Advisory Council.

#### COMMUNITY DEVELOPMENT MANAGER'S UPDATE

Thanasis Kombos, Community Development Manager, stated that with some of the advertisements he questions the effectiveness of the ads. He stated that currently we have an ad space in the "D" Magazine and the cost is approximately \$2,500 for a 3" x 5" ad.

Member Priestley asked how many people this ad would reach.

Member Smiley asked what would be a better use of this money.

Mr. Kombos stated that this magazine would reach many people, but the bigger question is what the return on investment of this ad is. He stated strategic ad space to promote events works, but just a generic ad to vaguely describe Athens, he feels like that does not work.

Member Boswell stated that the board should look at where is the best place to promote certain events and focus on those ads.

#### ADJOURN

The meeting was adjourned.

PASSED AND APPROVED THIS THE 5<sup>th</sup> DAY OF APRIL, 2016.

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Mike Coston, Chairman

ATTEST:

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Bonnie Hambrick, City Secretary