

CULTURAL RESOURCES COMMISSION  
REGULAR SESSION

OCTOBER 2, 2018

The Cultural Resources Commission met in Regular Session on Tuesday, October 2, 2018, at 4:00 p.m. in the Conference Room at Athens City Hall, 508 East Tyler Street, Athens, Texas with the following members present, to-wit:

Chet Patel  
Kathy Means  
Kelley Townsend  
Tom Leathem

Mayor Monte Montgomery  
Adrianna Hinds, Community Services Coordinator  
Bonnie Hambrick, City Secretary

others present: Deborah Deas;

with the following members absent: Deanne Boswell, Beth Faulk, and Virginia Reader

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

CALL TO ORDER

Chet Patel, Chairman of the Cultural Resources Commission called the meeting to order.

DECLARATION OF CONFLICT OF INTEREST

No action was taken.

INTRODUCTION OF PLACE 4 MEMBER, TOM LEATHEM

Adrianna Hinds, Community Services Coordinator introduced Tom Leathem as the newest member to be appointed to the Cultural Resources Commission.

CONSIDER APPROVING THE MINUTES OF THE SEPTEMBER 4, 2018  
REGULAR SESSION

A motion was made by Member Townsend, seconded by Member Means to approve the minutes of the September 4, 2018 Regular Session. The motion carried by the following vote:  
Ayes: Members Patel, Means, and Townsend Nays: None, Abstain: Member Leathem.

## CITIZENS COMMUNICATIONS

There was no discussion.

## CULTURAL RESOURCES COMMISSION UPDATES REGARDING COMMUNITY EVENTS

Member Means provided the following updates:

- Fall Festival at the East Texas Arboretum is scheduled for October 13, 2018
- Chamber of Commerce Ladies night out is scheduled for November 15, 2018

Member Townsend provided the following updates:

- Keep Athens Beautiful will decorate the square downtown on November 26, 2018 through December 1, 2018
- Holiday parade is scheduled for December 8, 2018

## CULTURAL RESOURCES COMMISSION REQUEST FOR FUTURE AGENDA items

There were no requests for future agenda items.

## UPDATE – 2018 DOWNTOWN FAÇADE IMPROVEMENT PROGRAM

Ms. Hinds provided an update on the 2018 Downtown Façade Improvement Program. Ms. Hinds explained the project statuses for the following businesses:

- Mark and Sharon McCain
- Kathy's Boutique
- Fred and Marsha Head
- Cain – Bancorp South
- Cain – Coleman Bldg.
- Athens Brewing Co.

After a brief discussion Ms. Hinds stated that staff will begin advertising for the 2019 Façade Program in January 2019.

## UPDATE – FISCAL YEAR 2019 HOTEL OCCUPANCY TAX BUDGET

Ms. Hinds explained the item was requested by Chairman Patel. She presented the final 2019 Budget that was approved by the City Council. She reviewed the 2019 Hotel Occupancy Tax Fund Budget.

Ms. Hinds stated a new budget line was created for “City sponsored events”. She stated the City Council approved \$32,000 that can be used for any “City sponsored events” that promotes tourism within the city. She stated she is tasked with using this budget for programming at The Texan. She stated it does not have to be just at The Texan it has to bring in tourism even if it is in a partnership with other entities/businesses; the dollars can be used.

Mayor Montgomery encouraged the Cultural Resources Commission to inform the City Council if there was ever a possibility of getting a stellar band performance. He stated the City Council could approve the use of General Funds.

#### DISCUSS TRACKING OF “HEADS IN BEDS” BY APPLICANTS FOR TOURISM RELATED ACTIVITIES

Ms. Hinds explained that Member Faulk requested this item for discussion. Ms. Hinds stated this is an opportunity for the Commission to discuss ways to encourage applicants to further track “heads in beds”.

Ms. Hinds presented the Tourism Development Grant application and explained the organizations should work with the hotels and create a system in which the tracking of “heads in beds” could be accurately recorded.

There was discussion regarding how to effectively track “heads in beds” from organizations receiving the Tourism Development Grant.

#### DISCUSS, CONSIDER AND TAKE ACTION, AS NECESSARY REGARDING THE NOMINATION OF MEMBERS FOR THE DOWNTOWN DESIGN STANDARDS SUBCOMMITTEE FOR THE CITY OF ATHENS

Ms. Hinds explained staff is recommending that the Cultural Resources Commission form a Downtown Design Standards Subcommittee to review the Central Business District’s design standards and the City’s Zoning Ordinance. She also stated it would include the sign regulations that are attached to the Central Business District for revisions and updates. She stated they were last revised in 2011.

Ms. Hinds stated that staff recommends that the Downtown Design Standards Subcommittee be composed of the following:

- Three (3) Cultural Resources Commission members
- Two (2) outside nominations
- Community Services Coordinator
- Director of Development Services
- Ex-Officio Member

After discussion, a motion was made by Member Means, seconded by Member Townsend to nominate the following:

Chet Patel, Kathy Means, Tom Leathem, from the Cultural Resources Commission. Ed Cunningham, Shirley Ward, or Cheryl Tidmore, as outside nominations, with Darlene Forshage as an alternate, and a representative from Athens Economic Development Corporation as Ex-officio member to serve on the Downtown Design Standards Subcommittee for the City of Athens. The motion carried unanimously.

#### COMMUNITY SERVICES COORDINATOR UPDATE

Ms. Hinds provided the following updates:

- Updates on Fall Foliage Trail. She stated the City has moved forward with the City of Palestine in a partnership with Texas Monthly for a two (2) page spread on the trail and it will include information of what Athens has to offer; the information will be post on the city's website
- A rack card with the City of Palestine for advertisement
- The Infinite Journey Concert in partnership with Trinity Valley Community College at The Texan on 10/27/18
- City of Athens hosting Athens Leadership Day at The Texan on 10/3/18
- Halloween at the Hatchery on 10/25/18
- Christmas Parade is scheduled for 12/8/18 with a theme to be announced next week; a concert will follow the Christmas Parade at The Texas
- Thanasis Kombos is now Public Works Director

#### ADJOURN

The meeting was adjourned.

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PASSED AND APPROVED THIS 5<sup>th</sup> DAY OF MARCH, 2019.

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Chet Patel, Chairman

ATTEST:

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Bonnie Hambrick, City Secretary