

CULTURAL RESOURCES COMMISSION
REGULAR SESSION

MARCH 3, 2020

The Cultural Resources Commission met in Regular Session on Tuesday, March 3, 2020, 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:

Kelley Townsend
Tom Leathem
Beth Faulk
Beverly Peek

Katie Birk, Tourism and Cultural Resources Coordinator
Bonnie Hambrick, City Secretary

others present: Deborah Deas;

with the following members absent: Chet Patel, and Kathy Means

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

CALL TO ORDER

Katie Birk, Tourism and Cultural Resources Coordinator called the meeting to order at 4:06 p.m.

DECLARATION OF CONFLICT OF INTEREST

No action was taken.

CULTURAL RESOURCES COMMISSION UPDATES REGARDING
COMMUNITY EVENTS

Member Townsend announced the following:

- March 3 Watch Night Party for Election Results 6:30 p.m. at Court Annex
- March 10 Trinity Valley Community College Symphonic Band Concert at 7:00 p.m. at The Texan
- March 7 Keep Athens Beautiful Home and Garden Show from 9:00 a.m. to 3:00 p.m.

Member Faulk announced the Henderson County Livestock Show is scheduled March 23rd- 28th

Tourism and Cultural Resources Coordinator update

Ms. Birk announced the following

- March 7: Home and Garden Show hosted by KAB 9am-3pm with dog show at 11:30pm at HCRFP
- March 18: Jump Into Spring Children's Camp hosted by ETABS at ETABS from 8am – 3pm.
- March 21: Welcome Neighbor Tour at Black Beauty Ranch. Details to come on that one.
- March 26: Home Buyers Expo by the Chamber 12 to 7pm at The Texan
- March 31: Child Abuse Prevention & Sexual Assault Awareness Proclamations hosted by Henderson County HELP Center 12-1pm at Henderson County Courthouse
- March 31: City of Athens Master Plan Public Meeting 6-8pm at The Texan
- Website progressing should go live end of March

PUBLIC COMMUNICATIONS

Deborah Deas announced a Meet and Greet for Adam Black, Executive Director at East Texas Arboretum and Botanical Society will be held on March 5th at 5:30 p.m. at the arboretum

CONSIDER APPROVING THE MINUTES OF THE FEBRUARY 4, 2020 REGULAR SESSION

A motion was made Member Leathem, seconded by Member Peek to approve the minute of the February 4, 2020 Regular Session. The notion carried unanimously.

DISCUSS CULTURAL RESOURCES COMMISSION'S GOALS FOR 2020

Ms. Birk stated the item is to discuss Cultural Resources Commission's goals for 2020. Member Townsend stated she would like to see the Commission partnering with more organizations and being open to work with other organizations. The Commission discussed partnering with the college and the Athens ISD.

UPDATE ON HOTEL OCCUPANCY TAX FUND REPORT FOR 2019

Ms. Birk provided an update on Hotel Occupancy Tax Fund Report for 2019.

DISCUSS EXAMPLES OF WAYFINDING SIGNS AND DIRECTORY MAPS

Ms. Birk provided examples of Wayfinding signs and directory maps. There was discussion regarding the types of signs and how to strategically place the signs.

DISCUSS TOURISM MARKETING TECHNIQUES

Ms. Birk stated the item is to discuss marketing techniques for tourism. The Commission discussed ways to market tourism in Athens by using Blogs, Videos, and Podcast, and Social Media.

CULTURAL RESOURCES COMMISSION REQUEST FOR FUTURE
AGENDA ITEMS

There was no request for future agenda items.

ADJOURN

The meeting was adjourned.

PASSED AND APPROVED THIS THE 2nd DAY OF JUNE, 2020.

Chet Patel, Chairman

ATTEST:

Bonnie Hambrick, City Secretary