

CULTURAL RESOURCES COMMISSION
REGULAR SESSION

APRIL 2, 2019

The Cultural Resources Commission met in Regular Session on Tuesday, April 2, 2019, 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
Tom Leathem
Beth Faulk

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

others present: Audrey Sloan, and Deborah Deas;

with the following members absent: Deanne Boswell, Kelley Townsend and Virginia Reeder
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 DOWNTOWN DESIGN SUBCOMMITTEE

Katie Birk, Tourism and Cultural Resources Coordinator, introduced the following members of the Downtown Design Subcommittee: Chet Patel, Kathy Means, Tom Leathem, Sherri Skeeters, and Shirley Ward. She stated she was unable to make contact with Ed Cunningham to confirm if he is willing to serve.

CULTURAL RESOURCES COMMISSION UPDATES REGARDING
COMMUNITY EVENTS

Ms. Birk announced the launch of a Visit Athens Facebook page.

Member Patel announced the following events:
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- Joey Givens has opened a Sofa Lounge at 890 West Corsicana as a venue facility. On April 19th and 20th a Comedy Show and May 4th Cinco de Mayo celebration
- April 26th and 27th Go Texan Rodeo

Member Faulk announced April 12th East Texas Arboretum Books in Bloom.

Member Means announced April 17th East Texas Arboretum Style Show and Luncheon, and April 20th the Arboretum will have a plant sale.

Ms. Birk announced the following:

- April 13th 6ht Living for the Brand Cowboy Church 6th Annual Tractor and Truck Pull
- April 13th Eggfest
- April 17th Cardiac Lunch and Learn
- April 2nd Henderson County Help Center
- April 18th Henderson County Art Club and Sale
- April 20th “Bring your own meat” at 3 P’s and a Vine
- April 27th Harmonies for Hope Concert

CULTURAL RESOURCES COMMISSION REQUEST FOR FUTURE AGENDA ITEMS

Member Patel stated the Façade applications will be presented during the May 7, 2019 Cultural Resources Commission meeting.

Member Faulk stated non-profit groups that have events are having their signs picked up. She requested an item to discuss non-profit groups and their sales.

CITIZENS COMMUNICATIONS

There was no discussion.

CONSIDER APPROVING THE MINUTES OF THE MARCH 5, 2019 REGULAR SESSION

A motion was made by Member Leathem, seconded by Member Faulk to approve the minutes of the March 5, 2019 Regular Session. The motion carried unanimously.

UPDATE – TOWN ADVERTISING

Ms. Birk provided an update on Town Advertising. She stated the cost for directional travel signs is approximately \$14,000 per year for four (4) signs. She stated the signs could promote food and lodging. Ms. Birk explained we may look at advertising on KLTV APP.

UPDATE – DOWNTOWN FAÇADE PROGRAM

Member Patel stated the deadline for the Downtown Façade Program applications is April 30, 2019. She stated the Cultural Resources Commission will review the application on May 7, 2019. He stated on Thursday, April 4, 2019 at 6:30 p.m. is the Downtown Business owners meeting to discuss the application. Ms. Birk stated a Historical Preservation Architect will be available for consulting. She further explained a scoresheet will be available when reviewing the applications.

UPDATE – HOTEL OCCUPANCY TAX FUND

Ms. Birk reviewed Hotel Occupancy Tax Fund trending. She stated the funds are approximately \$25,000 per month.

TOURISM AND CULTURAL RESOURCES COORDINATOR UPDATE

Ms. Birk provided the following updates:

- May 31st Fiddlers Reunion followed by a concert at “The Texan”
- Tanner Sparks’ birthday celebration on June 1, 2019
- Promotional videos being done with a Drone

ADJOURN

The meeting was adjourned.

PASSED AND APPROVED THIS 7th DAY OF MAY, 2019.

Chet Patel, Chairman

ATTEST:

Bonnie Hambrick, City Secretary