

CULTURAL RESOURCES COMMISSION
REGULAR SESSION

JUNE 2, 2020

The Cultural Resources Commission met in Regular Session on Tuesday, June 2, 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:

Chet Patel
Kelley Townsend
Beth Faulk
Beverly Peek

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

others present: Deborah Deas;

with the following members absent: Tom Leathem and Kathy Means

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

CALL TO ORDER

Chet Patel, Chairman, 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 stated that the Athens Farmers Market occurs on Saturdays.

Chairman Patel stated the 2020 Lake Athens Fly Fishing Festival is scheduled for June 27, 2020 at the Lake Athens Marina and RV.

TOURISM AND CULTURAL RESOURCES COORDINATOR UPDATE

Katie Birk, Tourism and Cultural Resources Coordinator, provided the following updates:

June Events

Common Area Market Open Mic Night every Friday Night
Athens Brewing Company Trivia every Friday Night
Athens TX Farmers Market every Saturday
June 6: Atticus & Company grand opening 10:00 a.m. - 5:00 p.m.
June 6 & 7: Fire It Up Productions
June 6: National Fishing Day – Free Fishing Day
June 13: Common Area Market fest 1-10pm
June 13: Glow Run benefitting East Texas Arboretum at Cain Park
June 13: 211 Gallery Art Show Opening Reception 5:00 p.m. – 7:00 p.m.
June 19-21: World Series of Roping
June 27-29: Texas Palomino Exhibitors Association

July 4th: Fireworks at the Fisheries

Ms. Birk provided an update on the website changes.

PUBLIC COMMUNICATIONS

There was no discussion.

CONSIDER APPROVING THE MINUTES OF THE MARCH 3, 2020
REGULAR SESSION

A motion was made by Member Peek, seconded by Member Townsend to approve the minutes of the March 3, 2020 Regular Session. The motion carried unanimously.

DISCUSS CULTURAL RESOURCES COMMISSION'S GOALS FOR 2020

Ms. Birk opened the item for discussion. She stated during the last meeting the Commission discussed partnering with more organizations and being open to work with other organizations. partnering with the Athens Chamber, Trinity Valley Community College, Athens ISD and the Economic Development Corporation. There was no additional discussion from the Cultural Resources Commission regarding goals for 2020.

UPDATE ON HOTEL OCCUPANCY TAX FUND BUDGET PROJECTIONS
POST COVID-19 AND PROPOSED FISCAL YEAR 2021 BUDGET

Ms. Birk provided an update on Hotel Occupancy Tax Fund budget projections post COVID-19 and proposed Fiscal Year 2021 Budget. She stated based on Texas Hotel & Lodging Association (THLA) most cities are losing approximately 30% of profit received. She stated the City's shortfall is projected to be \$45,000.

Discussion occurred.

Ms. Birk further stated the budget for 2021 is \$90,000 less than the 2020 Budget.

DISCUSS, CONSIDER, AND TAKE ACTION AS NECESSARY
CONCERNING THE APPROVAL OF THE VISIT ATHENS TOURISM
BROCHURE

Ms. Birk presented the changes for the Visit Athens Tourism brochure.

The Commission provided additional changes for the brochures.

A motion was made by Member Faulk, seconded by Member Peek to approve the Visit Athens Tourism brochure with the changes to add wording for "The Texan Landmark Venue" under the picture of The Texan, under annual events add July 4th Fireworks, add Uncle Fletch for September event or Blackeye Pea Festival, Christmas Parade and Yuletide Market, and seasonal attraction, the December Lights. The motion carried unanimously.

CULTURAL RESOURCES COMMISSION REQUEST FOR FUTURE
AGENDA ITEMS

There was no request for future agenda items.

ADJOURN

The meeting was adjourned at 4:37 p.m.

Certification, I Bonnie Hambrick, City Secretary of the City of Athens, Texas do hereby certify that the minutes are true and correct.

ATTEST:

Katie Birk,
Tourism and Cultural Resources Coordinator

Bonnie Hambrick, City Secretary