

REGULAR SESSION

MAY 2, 2017

The Tourism Advisory Council met in Regular Session on Tuesday, May 2, 2017, 4:00 p.m. in the Conference Room of the Development Services Center, 622 S. Prairieville St., Athens, Texas with the following members present, to-wit:

Chet Patel
Beth Faulk
Deanne Boswell
Toni Clay
Virginia Reeder
Kelley Townsend

Thanasis Kombos, Managing Director of Community Services
Adrianna Hinds, Cultural Resources Coordinator

others present: Deborah Deas, Roger Littleton, Brett Priestley, Susan Steager, Patrick Pierce, and William Pierce;

with the following members absent; Brad Smiley

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

INTRODUCTION OF PLACE 1 MEMBER, KELLEY TOWNSEND

Adrianna Hinds, Cultural Resources Coordinator introduced new Member Kelley Townsend. She also thanked her for volunteering for this position and gave her a chance to tell everyone about herself.

CONSIDER APPROVING THE MINUTES OF THE JANUARY 3, 2017
REGULAR SESSION AND FEBRUARY 28, 2017 SPECIAL SESSION

A motion was made by Member Clay, seconded by Member Faulk to approve the minutes of the January 3, 2017 Regular Session and February 28, 2017 as well. The motion carried unanimously.

HEAR PRESENTATION FROM GUESTS, BRETT PRIESTLEY, OWNER OF 3
P'S IN A VINE WINERY AND VINEYARD, AND ROGER LITTLETON,
OWNER OF CASTLE OAKS WINERY, REGARDING THEIR WINERIES, THE
WINE INDUSTRY IN ATHENS AND OPPORTUNITIES FOR PARTNERSHIP
WITH AREA WINERIES

Brett Priestley and Roger Littleton discussed the wineries need for financial support from the City in order to carry out their vision in Athens and the surrounding areas. They would ideally like to have a transportation/shuttle system that shuttles people from one of the area hotels to all of the wineries. There was also additional discussion regarding promotional efforts for all four (4) local wineries in Athens and the surrounding areas.

DISCUSSION AND CONSIDERATION OF ALL MATTERS RELATED TO RECOMMENDING AN AMENDMENT TO ORDINANCE NO. O-58-15 ESTABLISHING THE CULTURAL RESOURCES COMMISSION

Thanasis Kombos, Managing Director of Community Services explained changes to the current Tourism Advisory Council's name change to Cultural Resources Commission. He stated this will allow the Commission to have input on all areas of the Cultural Resources Department.

After discussion a motion was made by Member Faulk, seconded by Member Reeder to approve recommendation of an amendment to Ordinance No. O-58-15 to establish the Cultural Resources Commission. The motion carried unanimously.

UPDATED ON THE DOWNTOWN FAÇADE IMPROVEMENT PROGRAM

An updated was provided to the Tourism Advisory Council regarding the applications received for the Downtown Façade Improvement Program.

UPDATE ON DOWNTOWN MURAL PROJECT

Staff provided an update on the downtown mural project. Ms. Hinds stated that the Railway Café applied for the Downtown Façade Improvement Program for a mural similar to the one the Tourism Advisory Council had recommended for the downtown area. Due to the remaining balance in the Arts Promotion Budget; she stated staff has made a decision to fund the mural project for the Railway Café to serve as the 2017 downtown mural project.

CITIZENS COMMUNICATIONS

Ms. Deas spoke in reference to activities taking place at the East Texas Arboretum. She stated there are several activities/events that will bring individuals to Athens that will allow an overnight stay. Ms. Deas provided a general update regarding new memberships joining the Arboretum.

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CULTURAL RESOURCES COORDINATOR UPDATE

There were no additional updates.

TOURISM ADVISORY BOARD REQUEST FOR FUTURE AGENDA ITEMS

There were no request for future agenda items.

ADJOURN

The meeting was adjourned.

PASSED AND APPROVED THIS 15th DAY OF JUNE, 2017.

Chet Patel, Chairman

ATTEST:

Bonnie Hambrick, City Secretary