

City of Wimberley
City Hall, 221 Stillwater
Wimberley, Texas 78676
**Minutes of Joint Special Meeting of the City Council and
Hotel Occupancy Tax Advisory Committee**
January 31, 2017 at 6:00 p.m.

City Council and Hotel Occupancy Tax Advisory Committee joint meeting called to order at 6:10 p.m. by Mayor Mac McCullough.

Council Members Present: Mayor Mac McCullough and Councilmembers Bob Dussler, Craig Fore, Sally Trapp, Gary Barchfeld, and John White.

Hotel Occupancy Tax Advisory Committee Members Present: Chair Mark Bursiel, Members Albert Valera, Bob Cook, Dan Sturdivant, Lois Mahoney, Linda Webb, and Traci Ferguson.

Staff Present: City Administrator Don Ferguson

Workshop

A workshop to discuss development of a Wimberley tourism vision

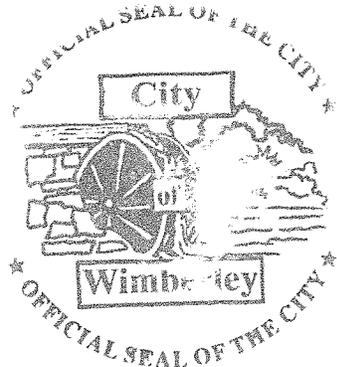
City Council heard the Committee’s presentation and held a joint workshop to discuss: an inventory of Hotel Occupancy Tax (HOT) Program elements required and in place to drive responsible tourism and sustain our “model city” status; articulating a tourism vision consistent with our City’s Comprehensive Plan; and developing quantified responsible tourism goals required to bring our vision to life and properly set expectations, as well as a draft “Tourism Vision Sourced from the Wimberley Comprehensive Plan” (*attached to these minutes*).

No action was taken.

Adjournment: Joint City Council/Hotel Occupancy Tax Advisory Committee joint meeting adjourned at 7:40 p.m.

Recorded by:


Cara McPartland



APPROVED:


Mac McCullough, Mayor

**Hotel Occupancy Tax:
City Council Workshop**

January 31, 2017
City Council Meeting

**At the conclusion of this workshop we
will have...**

- An inventory of HOT Program elements required and in place to drive responsible tourism and sustain our "model city" status.
- Articulated a Tourism Vision consistent with our City's Comprehensive Plan.
- Quantified Responsible Tourism Goals required to bring our vision to life and properly set expectations.

**Since HOT's enactment, the elements required
for program success have been put in place**

Elements of an Effective and Efficient HOT Program

- Stated Vision - desired end state in 3 to 5 years
- Goals - metrics to measure progress
- Plans - how goals can be achieved
- Process - steps and sequence of operations
- Structure - organization, roles, responsibilities
- Problem Solving - continual improvement

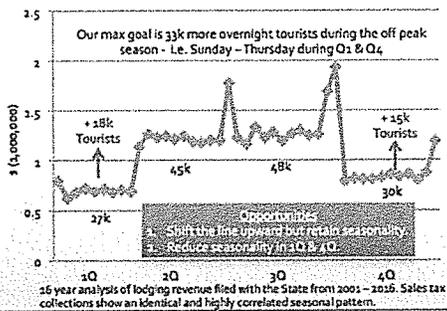
Our tourism vision originates from the City's Comprehensive Plan

{Please refer to City Council Workshop Agenda Packet and/or handout for complete details.}

HOT Committee unanimously approved the draft Tourism Vision on 12/13/2016

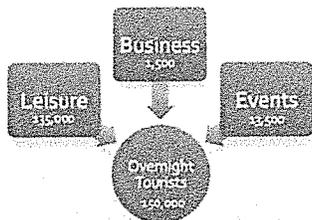
Horizontal lines for notes.

Wimberley's tourism is consistently seasonal and constrained by infrastructure



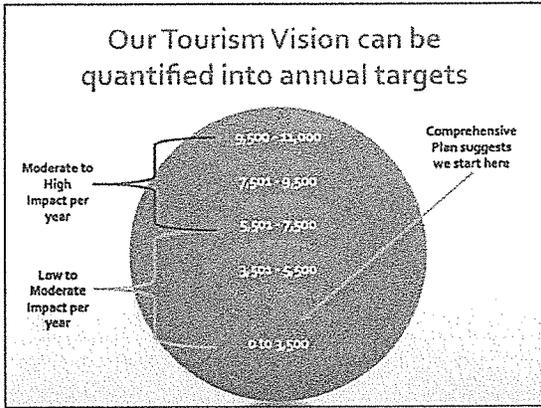
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Our current overnight tourists are primarily leisure travelers who are not interested or able to travel in Q1 & Q4 Sunday - Thursday



Acquiring more overnight tourists in Q1 & Q4 Sunday - Thursday requires we change the overnight tourism mix to Events and/or Business travelers

Horizontal lines for notes.



- We have unanswered strategic direction questions
- Who specifically is asking for more overnight tourism?
 - How are those asking for overnight tourism contributing to the solution and required funding?
 - Does it make sense to promote more overnight tourism when the Square will be torn up for 18 to 24 months after the sewer is approved?
 - Of all the public funding mechanisms available, is HOT really the best solution for the issues we face?

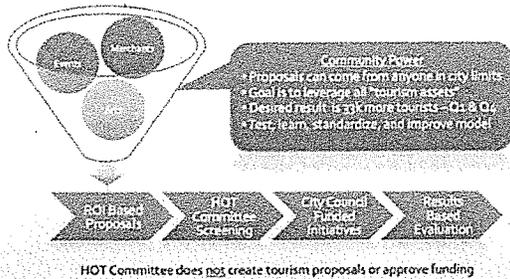
Backup Slides

HOT goals are captured in our program scorecard

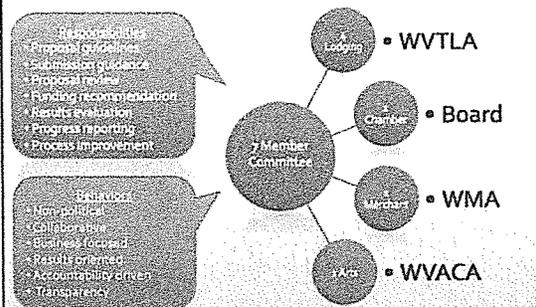
Indicator	Target	Actual	Trend
Proposal Submission Rate	5/quarter	4/quarter	⊖
Proposal Approval Rate	25%	63%	⊕
New/Incremental Tourism	11,000/yearly	336/yearly	⊖
Room Nights Created	5,500/yearly	168/yearly	⊖
Overall Program ROI	\$2.00:\$1.00	\$0.80:\$1.00	⊖
External Political Noise	Low	Very High	⊖
Committee Effectiveness	High	Very High	⊕

Scorecard will be recalibrated by the HOT Committee once the Tourism Vision is agreed to with City Council on January 31, 2017.

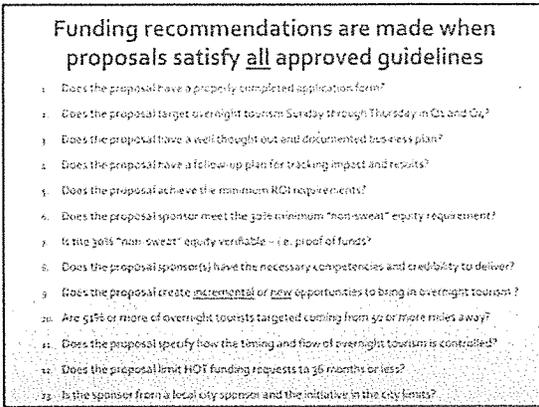
The HOT Program plan is to screen proposals for investment opportunities to achieve overnight tourism goals in Q1 and Q4 on Sunday – Thursday

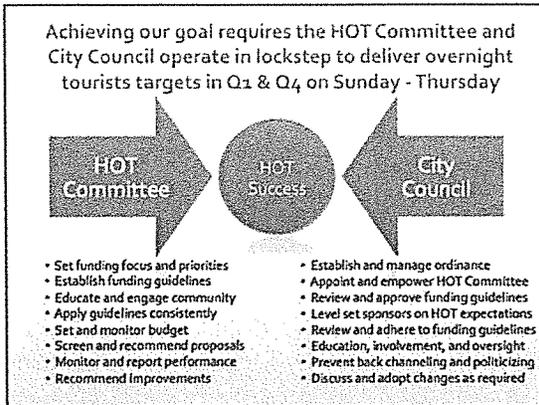


HOT Committee is in place, functional, and delivering results









Scorecard problem areas can be systematically solved

Problem	Solution
<ul style="list-style-type: none">• Low Proposal Submission Rate	<ul style="list-style-type: none">• Community education• Sponsor Assistance - forms & process
<ul style="list-style-type: none">• New & Incremental Tourism	<ul style="list-style-type: none">• Increase community interest in tourism• Target business oriented tourism
<ul style="list-style-type: none">• Room Nights	<ul style="list-style-type: none">• Increase event nights• Target business oriented tourism
<ul style="list-style-type: none">• Overall HOT Program ROI	<ul style="list-style-type: none">• Adhere to HOT Guidelines• Increase quality of proposals
<ul style="list-style-type: none">• External Political Noise	<ul style="list-style-type: none">• Stop it• Call the behavior

Q. & A.
