



Brewster County Tourism Council
Minutes & Motions
for Regular Business Meeting
February 13, 2019
Lajitas Golf Resort

In Attendance: Bill Ivey, Barbara Trammell, Alaine Berg, Linda Walker, Robert Alvarez, John Price, Wendy Little, Carol Peterson, Kara Gerbert

Absent: Tom Williams, Marsha Roberts, Travis Roberts, Mimi Webb-Miller

Guests: Jeff Maejewski, Carrie Van Eck, Molly Finnerty, Sandy Price

The meeting was called to order by President Bill Ivey

Discussion commenced with Barbara Trammell asking if everyone had read the chamber contract from front to back & she wanted to hear from each person their thoughts on the current version as well as changes they want to see made. She believes that sections I, II, & III are where the changes need to be made.

Alaine Berg stated that section II B i is her major issue, pertaining to the social media position & she also wants a director of the chamber.

Carol Peterson stated that chambers are an extension of VBB/BCTC and that they were at the heart of a business.

Director Robert Alvarez explained to the board that BCTC is different, it being a DMO and not a CVB & he disagrees that a chamber needs two paid positions.

Wendy Little asked if there was someone qualified for a director position & noted that if the chamber were going to shop out the position, that an RFP would have to go out statewide if you're looking to fill such a position.

Carol believes that social media is the driving force behind their success at the Gage & that it is no different for the chambers & that it is her belief that ALL BCTC has done for her and Marathon is to market Big Bend National Park.

Barbara asked about BCTC's current social media, PR, & IT contractors do the chamber's social media.

Molly Finnerty stated she was confused on the limitations in the contract, specifically with a paid social media position & also why the chambers are limited in their use of the of the funds allotted to them by BCTC for use on only certain HOT tax uses instead of ALL of them.

Robert asked Molly what exactly the Big Bend Chamber wanted changed, other than the addition of a paid social media position but did not get a clear answer.

Linda Walker believes that growth is in the outlying communities and their events.

After more discussion, the points made by the two chambers & the board that were foremost looked at for change in the contract were as follows:

1. Each chamber wants someone to be paid to do social media & directing
2. Standards for social media & advertising need to be set (logo, non-political, no nudity, etc.)

In going through the contract, there were several places that needed re-working. They are as follows:

Section II A ii – In the last sentence it was debated on if the term “reimbursement” was necessary in the wording.

Section II B i, - Changed from Expenses related to operation of a Visitor Contact office BUT NOT wages or salaries to employees or agents of Chamber

TO: Expenses related to operation of a Visitor Contact office, including signage & contracted services.

Section II B ii – In addition to the original statement that reads: Advertising such as billboards, print advertising, informational brochures, other general advertising; and

The word “and” was struck and the words TV, radio, and social media were added.

Section II B iii – No changes until the final sentence in main paragraph which states: “The Parties further understand and agree that projects must promote a broad spectrum of business in the area, with the additional focus drawing on tourism to the County for benefit of the County and businesses located in the County.” No actual changes were made, but it needed to be re-worded.

This prompted the discussion of the fact that the funds provided to the chambers by BCTC were to be used for the promotion of tourism & that chamber dues were to be used to promote the local businesses.

Going through the rest of the contract, there were minor changes to Section III A – BCTC Obligations.

It was noted that not only would the board president be available for interpretation of the agreement but that the word “director” needed to be added in as well.

Barbara Trammell noted that neither the Chambers nor BCTC were following the contract to the letter & that in the future this needed to be adhered to.

Bill Ivey asked that the chambers begin to think in terms of percentages for their spending of the monies allotted to them by BCTC. For example, what percentage of the \$40,000 is being spent on a social media position in contrast to the actual advertising.

Discussion ensued on the amounts given to the chambers and their responsibility of producing a budget with this money & presenting it to Robert for addition to the yearly budgeting for BCTC.

Robert stated he needed in hand, a budget detailing their projected spending for 2020 by May 1st, so that it is into the Marketing Committee before their final meeting before bringing it to a board vote.

Further changes made to the contract included the following:

Section V A – the addition of the wording to the last sentence by striking out the word “telephone” and adding “as an active item on an agenda.”

Section V – Add a letter “C.” to read: “Provide minutes after every chamber meeting to the Executive Director.”

Some further discussion about the overall contract ensued with John Price mentioning that he believed that the Big Bend Chamber needed to increase their dues if they wanted to have a workable budget to promote events & the local businesses.

Bill Ivey asked if there was anything else that needed to be taken into consideration on the contracts other than Robert getting the changes to the attorney for the re-writing of the contract for a vote at the next board meeting on February 25th. No comments were forthcoming.

Meeting Adjourned

Respectfully Submitted by: Kara Gerbert