



Cameron

Hometown, Texas

Cameron Tourism Advisory Board

Minutes

June 18, 2019 meeting

The Cameron Tourism Advisory Board met on June 18, 2019 at 5:30 on the 3rd floor of Cameron City Hall. Members present included Neal Bhakta, Beverly Angell, Melanie Reed, Loretta Walthall, Mark Stroud, Cindy De La Rosa, Pat Foster, Roy Martinez and Rhett Parker.

Chairman Neal Bhakta called the meeting to order at 5:37 p.m.

A motion was made by Pat Foster and seconded by Loretta Walthall to appoint Neal Bhakta as the Chairman, Mark Stroud as the Vice Chair and Rhett Parker as the secretary. The motion carried unanimously.

There were no visitor comments

A motion was made by Melanie Reed and seconded by Roy Martinez to approve the minutes of the June 5, 2018 and August 2, 2018 meeting. The motion carried unanimously.

A motion was made by Roy Martinez and seconded by Melanie Reed to approve the financial reports as presented. The motion carried unanimously.

The board discussed that "Heads in Beds" is the priority of the Hot Funds and that all events and applications need to bring people into the hotels. The suggestion of billboards in strategic places may draw attention to Cameron as a destination or road stop/pull over. An ad hoc committee of Melanie Reed, Pat Foster, Rhett Parker, Cindy De La Rosa, and Loretta Walthall will be made up to research cost and advertng campaigns. Loretta Walthall will ask Bryn McClaren (non board member) to join the group to gain a new perspective to modern marketing techniques.

The board discussed setting the application dates, application/reward budget and application review meeting.

A motion was made by Melanie Reed and seconded by Pat Foster to approve a tentative budget of \$35,000 for HOT fund applications. The motion carried unanimously.

A motion was made by Roy Martinez and seconded by Loretta Walthall to approve the following schedule. The motion carried unanimously.

Dates: Application Opens July 1, 2019 –July 31, 2019. Deadline 4pm July 31st.
Award Meeting August 12, 2019
Funds Available October 1, 2019

There being no further business the meeting adjourned.