

## ECONOMIC DEVELOPMENT AND TOURISM BOARD MEETING MINUTES

The Economic Development & Tourism Board of the City of Kyle, Texas met in Regular Session on March 18, 2024, at the Kyle Public Safety Center, 1700 Kohlers Crossing with the following persons present:

Board Members: Eddie Brown, Luke Miller, Julian Hernandez, Jenna Krenek, and Ariane Sip

Ex-Officio Members: Julie Snyder, Cassidy Berenato

Staff: Victoria Vargas, Lauren Lyons, and Susan Reyna

Others: Emily Mathes from Greater San Marcos Partnership attended in place of Mike Kamerlander.

Dr. Todd Radford from Austin Community College attended as a possible candidate for ex officio.

Absent: Board Members: Calvin Lu and Spencer Copeland

Ex-Officio Members: Dr. Eric Wright and Mike Kamerlander

### **I. Call Meeting to Order and Roll Call**

Chair, Eddie Brown, called the meeting to order at 11:31 am. A quorum was present.

### **II. Approval of Minutes**

1. Consider approval of the Economic Development and Tourism (ED&T) Board Meeting Minutes for February 14, 2024.

Luke Miller made a motion to approve the Economic Development and Tourism (ED&T) Board Meeting Minutes for February 14, 2024. Jenna Krenek seconded the motion and the motion passed 5-0.

### **III. Citizen Comment Period with Economic Development and Tourism Board**

There were no citizen comments.

### **IV. Reports and Presentations**

1. Receive a report and hold a discussion on the sales tax report, new businesses coming soon and Board Member updates. (Item Presenter: Victoria Vargas, Director of Economic Development)
  - Victoria Vargas, Director of Economic Development, presented the City of Kyle Sales and Use Tax Collection showing FY2023 and FY2024 Comparison through February 2024. February 2024 actual receipts were 12.25% above February 2023. Year-to-Date FY2024 actual receipts are 11.41% above the same period in FY 2023.
  - Victoria Vargas, Director of Economic Development, presented the most recent list of newly opened businesses and those coming soon from the previous week's Weekly Report to the City Council. This report is available on the City of Kyle website.
  - Victoria Vargas, Director of Economic Development, invited ED&T board members to share any updates from their respective businesses or industries. Updates were provided.
2. Receive a report, hold a discussion, and provide direction to the board on City Council's request to analyze hotel occupancy revenues. (Item Presenter: Victoria Vargas, Director of Economic

Development)

- Chair, Eddie Brown, introduced the item, explaining that at the 2/20/2024 council meeting, the mayor had an item on the agenda which read: “Discussion and possible action to direct the Economic Development and Tourism Board to analyze trends and best strategies for increasing hotel occupancy revenues and the development of a hotel/convention center funding plan.” Additionally, Eddie explained how hotel occupancy tax revenue works and how it can be used to bring tourism-related business to Kyle.
- Victoria Vargas, Director of Economic Development, explained the following topics and parameters of study were identified by the council’s discussion:
  1. Identifying benchmark cities with hotel/convention center projects
    1. How did they structure them?
    2. Pros/Cons of what other cities experienced in the process
  2. 10-year trajectory of Kyle’s hotel revenue
    1. Compare against benchmark cities
    2. What are funds used for now?
    3. What can funds be used for in the future?
  3. Impact of 2019 Voluntary Collection Agreement with Airbnb
  4. Potential Venue Tax

Discussion was held and the board agreed on the following assignments for information to be brought back at the next meeting:

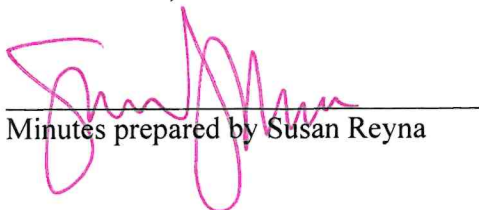
- Julie - Follow up with Finance regarding hotel occupancy tax revenue.
- Ariane - Reach out to local hotels for information.
- Eddie - Reach out to cities who receive grants from the Governor's office for sports events.
- Luke - Research similar sized cities with recent hotel/convention centers.
- Jenna - Research similar sized cities without convention centers, but with many hotels. (Cassidy suggested cities just outside college towns.)
- Emily - Investigate whether Hays County collects hotel occupancy tax and if so, how it is used.

## V. Adjourn

Jenna Krenek made a motion to adjourn. Julian Hernandez seconded, and the meeting adjourned at 12:51 pm.



Eddie Brown, Board Chair



Minutes prepared by Susan Reyna