



City of Corpus Christi

1201 Leopard Street
Corpus Christi, TX 78401
cctexas.com

Meeting Minutes

Corpus Christi B Corporation

Monday, May 21, 2018

3:30 PM

Council Chambers

A. President Bart Braselton to call the meeting to order.

President Bart Braselton called the meeting to order at 3:36 p.m.

B. Call Roll and Excuse Absences

Assistant Secretary Rebecca L. Huerta called the roll and verified that a quorum of the Board was present to conduct the meeting.

Board Member Guerra made a motion to excuse the absences of Board Members Maldonado, Trujillo and Valls from the previous meeting, seconded by Board Member Harris, and passed unanimously (Board Member Maldonado - absent).

*Board Member Maldonado arrived at 4:27 p.m.

Present 8 - President Bart Braselton, Vice-President Randy Maldonado, Board Member Lee Trujillo, Council Liaison Michael Hunter, Board Member Gabriel Guerra, Secretary Scott Harris, Board Member Leah Pagan Olivarri, and Board Member John Valls

C. MINUTES

1. Approval of Minutes of the April 16, 2018 Regular Meeting

President Braselton referred to approval of the minutes. Board Member Harris made a motion to approve the minutes, seconded by Board Member Guerra and passed unanimously (Board Member Valls - abstained; Board Member Maldonado - absent).

D. FINANCIAL REPORT

E. CLOSED SESSION ITEMS:

F. AGENDA ITEMS:

2. Type B Board Rules of Procedure

Motion approving the Corpus Christi B Corporation Rules of Procedure.

President Braselton referred to Item 2. Assistant City Attorney, Aimee Alcorn-Reed presented the Type B Rules of Procedure. The Board and Ms. Alcorn-Reed discussed the requirements for the time and date.

A motion was made by Board Member Valls, seconded by Board Member Leah Olivarri, passed unanimously (Board Member Maldonado - absent).

G. PUBLIC HEARING:

3. Public Hearing Regarding Downtown Holiday Festival

Public hearing related to a proposed project funding improvements and equipment necessary for a holiday festival to be held in downtown Corpus Christi in the month of December with discussion and possible action by the Board.

President Braselton referred to Item 3. Chief Executive Officer of the Corpus Christi Convention and Visitors Bureau (CVB) Paulette Kluge presented the Downtown Holiday Festival. Board Members and Ms. Kluge discussed the following: the use of Hotel Occupancy Tax (HOT) funds to replenish Type B funds; HOT funds can only be used to advertise this event; no admission fees; corporate sponsors; hoteliers will take over financial support of the event going forward; whether the CVB solicited input from other cities in Texas that have holiday events; if the Corpus Christi Regional Economic Development Corporation was consulted; guidelines for how Type B funds are spent; if the lighted tree was bid or comparison priced; the return on investment and how it will benefit the City; need for commitments in writing, including the advertising that will be provided by the CVB; and alternatives to incentive agreements requested by the CVB.

Board Member Trujillo made a motion authorizing an incentive agreement with the Corpus Christi Convention and Visitors' Bureau (the "CVB"), in an amount not to exceed \$500,000 as a dollar-for-dollar match of funds committed to the CVB, through written commitments, to fund improvements and equipment necessary for a holiday festival to be held in downtown Corpus Christi, contingent upon a CVB commitment of \$50,000 in advertising in major Texas markets for five years through HOT funds, seconded by Board Member Harris. The motion passed 5-1 (Board Member Maldonado - abstained).

In response to a board member's question, Ms. Alcorn-Reed stated that the board's action today authorized the funding for the project, and the agreement would come back to the board next month for approval.

President Braselton recessed the meeting at 4:34 p.m.

MEETING RECONVENED

President Braselton reconvened the meeting at 4:36 p.m.

H. PRESENTATION ITEMS:

4. FY19 Proposed Type B Corporation Budget

President Braselton referred to Item 4. Eddie Houlihan, Director of Management and Budget, presented the FY19 Type B Corporation Budget. Board Members and Mr. Houlihan discussed the following: tax revenue coming into Type B and the beginning balance; adding the expenditure in Item 3

above to the budget.

I. EXECUTIVE DIRECTOR COMMENTS:

President Braselton referred to Executive Director comments. Executive Director, Constance Sanchez, had no comments.

J. PUBLIC COMMENT

President Braselton referred to Public Comment. There were no comments from the public.

K. IDENTIFY FUTURE AGENDA ITEMS

President Braselton referred to Identify Future Agenda Items. Executive Director Constance Sanchez introduced the following future agenda items: Fiscal Year 2019 Budget for Approval; Agreement for the Downtown Holiday Festival; Promotion of Type B activities to be included in future contracts; in response to Board Members questions Mike Culbertson stated that guidelines for Type B would be brought to the board in June or July; Assistant City Attorney Aimee Alcorn-Reed added that a memorandum of understanding with the Corpus Christi Regional Economic Development Corporation and the Type B Board would also be brought to the board in June or July.

L. ADJOURNMENT

The meeting was adjourned at 4:49 p.m.