



City of Corpus Christi

1201 Leopard Street
Corpus Christi, TX 78401
cctexas.com

Meeting Minutes - Final

Island Strategic Action Committee

Tuesday, June 14, 2022

5:30 PM

Padre Island Baptist Church

The City of Corpus Christi promotes participation regardless of race, color, national origin, sex, age, religion, disability or political belief. Reasonable accommodation is provided upon request and in accordance with the Americans with Disabilities Act. For assistance or to request a reasonable accommodation, contact (361) 826-3300 at least 48 hours in advance. Upon request, this information can be available in larger print and/or in electronic format.

A. Call To Order

Chair Jay Gardner called the meeting to order at 5:33pm.

B. Roll Call

Present: 10 - Chair Jay N. Gardner, Tommy J. Kurtz, Daniel R. Brown III, William Uhlarik, Robert Pruski, Michael Pittman, Craig Thompson, Robert Corbett, Eric Evans, and Charles F. Duffley

Excused: 3 - Meagan Furey, Roy Coons, and Melanie Salinas

C. Public Comment

No public comment.

D. Approval of Minutes and Action on Absences

Absent last meeting: Daniel Brown, Melanie Salinas, & Robert Pruski

Motion by Committee Member Tommy Kurtz to approve.

Second by Committee Member Dotson Lewis.

Motion carried by unanimous vote.

1. [22-1088](#) Minutes from 5/10/22 ISAC Meeting TBI 6/14/22

Attachments: [ISAC Legistar Minutes 5.10.22](#)

Motion by Committee Member Dotson Lewis to approve.

Second by Committee Member Tommy Kurtz.

Motion carried by unanimous vote.

E. Committee Reports**F. Staff Reports****G. Unfinished Business****2. [22-0397](#) Ex-Officio Member Updates**

Watershore & Beach Advisory Committee (Terry Palmer)

Discussion about concerns about lifeguarding, no real issues, most issues related to Bob Hall Pier, talked about the lack of monitoring of Packery Channel, then lost quorum so couldn't form a motion to do anything about it. Monitoring has been suspended until they finish the construction of the jetties, doesn't include any work on the channel itself, haven't made any formal recommendations for the long-term, the construction on the jetties has been delayed which delays channel work/monitoring. Will work through that at our next meeting.

Convention & Visitors Bureau (Brett Oetting)

Council approved a new district today, the Tourism Promotion and Improvement District, final step/public hearing on 6/28, 90% of hotels have signed the petition.

This new district is already in 35 states, relatively new to Texas, allows the hoteliers to levee an additional assessment on themselves and then determine what to use that money for, this 2% will be managed by a board of hoteliers (varied sizes and styles from around the community), VisitCC will write a budget since this money can only be used for group sales and leisure marketing. This money in Texas can only be used to supplement existing promotions.

Ex: VisitCC has money to market only from here to Austin but could use this money to advertise farther (but not in existing markets), takes what we are already able to do and expands it. Hotels will start collecting it on 8/1/22, anyone who books a reservation will have a line fee that says, "tourism assessment." Dallas, Ft. Worth, Arlington, Austin, San Antonio, Waco, etc. already have these set up.

Member Dan Brown: what about condo hotels? Are they a part of this?

BO: they are set up with the state as condos, not technically a hotel, there are rules in the state charter that states that condo complexes with 40 rooms managed by one company (even with different owners), they can opt in but are not forced to. Had a meeting with the largest STR company in the city, explained the process, and offered the opportunity to sit on the board. There was interest from the management companies, but it's difficult to do with different owners, and due to time constraints, decided to move on but can go back if needed.

Member Tommy Kurtz: how does someone get on that board?

BO: Went to the largest hotels in the city, this will be for any hotels 40 rooms or over.

Went to everyone over 40 rooms (74 hotels), largest ones started the board internally (the largest stakeholders), state charter says we have to have one from every brand, but also wanted representation from all over the city, not personally involved with the process, but a diverse group of 11 hotels was formed. This will probably bring in an additional revenue

of 3 million dollars a year to be spent, so total to stay in a hotel is 17% fees/taxes.

Chair Jay Gardner: will y'all approach VRBO and Airbnb?

BO: it will be some time before we do that, still going through the budget process and reassess, will show marketing commercials and ads that include the hotels that are within the assessment. 97 hotels in the city, 74 that are within the district. We will use these hotels in any marketing or ads for the city. Other markets (airlines, restaurants, attractions) can also do this.

TK: does the district expire?

BO: yes, every 10 years. On the city council agenda today, you can read the service plan that is a template we have to submit to the state with plans for the money in advance, like how much money we expect to make and how we will potentially use it.

BO: last week was the first foray into international travel, attended an international tourism trade show (IPW) in Orlando. US Travel Association pays for meeting planners, media, and convention planners from all over the world to have meetings. Seen more international travel to CC, had over 100 30-minute appointments, there was a lot of interest including a wholesale broker who would like to offer flights from Germany to Corpus Christi.

BO: two weeks ago there was a press release, conducted an independent study worked with the national database company for hotels and STRs, looked at visitation to Corpus Christi, statewide done every year for metro areas, but we wanted to see what specifically Corpus Christi brings to the market, zeroed in on Corpus Christi and found that more people are visiting/staying/spending money in CC than any other gulf coast destination in Texas by quite a lot.

Bill Uhlarik: who were the respondents to the study?

BO: the study was open to anyone whose residence/zip code is beyond 90 miles from CC, looked at spending, credit card data, sales tax revenue, etc. so anyone within the state of Texas or outside of it.

3. [22-0398](#) Parks Update

Parks & Recreation (Twila Stevens)

PRAC has had 2 meetings since May ISAC. June meeting heard an update on the bond draft, Commodores Park discussion about park site plan and design with an all-ages community center. May meeting had very little, talked about new jet ski for south of Packery channel as well as a life raft to help get people out easier/faster. Have not finalized the Parks Master plan yet, headed to council on 6/28/22.

4. [22-0399](#) Engineering & Bond Updates

[22-1259](#) Proposed Bond 2022 Program Briefing

Attachments: [Proposed Bond 2022 Program Briefing](#)

5. [22-0400](#) TIRZ #2 & Subcommittee Updates

Waiting on renewal, hopefully the mobility plan will be on the 6/28/22 meeting agenda, has contacted their rep to ensure it gets there.

Dan McGinn: key now is to make sure that it gets on the agenda asap to approve that work, once it is funded we can move through the RFQ process.

6. [22-0402](#) Island ADP Committee Update

Ran through it with the new members, will have an ADP subcommittee if anyone is interested, contact Jay.

Craig Thompson: is there any plans to make an addendum to the ADP with the Parks Master Plan?

Daniel McGinn: the Parks Master Plan is by districts which have changed so they are updating the plan, the Park Master Plan doesn't utilize the ADP boundaries, they use the council districts.

Craig Thompson: how has there not ever been a senior citizens center on the island? And who would manage that type of facility?

DM: that came up during the process as a multigenerational community building and Parks would manage those.

Twila Stevens: when they did these surveys community centers were not a major priority, very low on the list. Master plan goes by the surveys.

CT: when the island was developed, the roads were really wide compared to the rest of the city, saw a photo of bollard portions for golf carts and accessible routes for bikes, etc. on those really wide roads, could have some nice mobility routes that cost a lot less than building actual paths.

DM: that would work well behind the seawall, the roads are massive, could easily bollard it and paint it with two lanes, lots of options, low expense. There were a few exhibits in the ADP with options.

7. [22-0401](#) Short-Term Rentals Update

Member Tommy Kurtz: where did the percentage come from?

Michael Dice: that was from a single councilperson who suggested we look at 1/8 of a block, committee agreed to it, this made more sense to not inundate a neighborhood.

TK: who will be monitoring these?

MD: as permits are issued, we will be able to map GIS locations to check zoning, will review clusters of dots for percentage saturation.

Robert Corbett: will you need more staff to administer that?

MD: yes, we are working on it.

TK: to be clear there will be no special exemption for the island.

DM: correct, the only way to run an STR in single-family on the island will require a rezoning application. Also have added a clause that after 6 months of inactivity the permit will be revoked.

Discussion of map of island, assorted zoning around the island, Planned Unit Developments (PUD), etc.

TK: comments from councilmembers on the radio about legal challenges.

DM: legal has reviewed everything to keep us above board, lots of cities have been sued on both sides of this issue and are dealing with those lawsuits but we are doing our best to keep everything above board.

Charles Duffley: the STR Advisory Group just tried to take best practices and do what's

best for the community and property owners while also trying to mitigate any legal action on any side.

DM: check out the website for more information including a public comment document, this ordinance is hopefully a good compromise.

JG: last meeting code enforcement gave out a bunch of citations, is that still the case?

DM: Code Enforcement definitely gave out quite a few, slowed down while we worked out the details of the ordinance. Planning Commission is tomorrow, then City Council on 6/28/22 for one reading (as of right now) to meet the 7/11/22 deadline for the rest of the city. Anyone can come to the meetings, or you can contribute to the public comment document.

8. [22-0891](#) Election of Officers/By-Laws Discussion

Motion by Committee Member Daniel Brown to reappoint Jay Gardner as Chair of the Island Strategic Action Committee.

Second by Committee Member Charles Duffley.

Motion carried by unanimous vote.

Motion by Committee Member Daniel Brown to reappoint Dotson Lewis as Co-Chair of the Island Strategic Action Committee.

Second by Committee Member Charles Duffley.

Motion carried by unanimous vote.

H. **New Business for Discussion and Possible Action**

I. **Future Agenda Items**

J. **Adjournment**

Meeting Adjourned at 7:10 pm

Motion made by Committee Member Tommy Kurtz to adjourn.

Second by Committee Member Dotson Lewis.

Motion carried by unanimous vote.

This meeting may be held via videoconference call pursuant to Texas Government Code § 551.127. If this meeting is held via videoconference call or other remote method of meeting, then a member of this governmental body presiding over this meeting will be physically present at the location of this meeting unless this meeting is held pursuant to Texas Government Code § 551.125 due to an emergency or other public necessity pursuant to Texas Government Code § 551.045.