



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Meeting Minutes City Council

Tuesday, June 4, 2019

3:00 PM

City Council Chambers

630 E. Hopkins - Work Session

I. Call To Order

With a quorum present, the work session meeting of the San Marcos City Council was called to order by Mayor Hughson at 3:01 p.m. Tuesday, June 4, 2019 in the City Council Chambers, 630 E. Hopkins, San Marcos, Texas 78666.

II. Roll Call

Present: 7 - Mayor Pro Tem Lisa Prewitt, Council Member Saul Gonzales, Council Member Melissa Derrick, Mayor Jane Hughson, Council Member Ed Mihalkanin, Council Member Joca Marquez and Council Member Mark Rockeymoore

PRESENTATIONS

1. Receive a Staff presentation and hold discussion regarding City Event Sponsorship and Donations Policy, and provide direction to Staff.

The City Council took up Item 2 at the beginning of the meeting.

The Council returned to open session at 4:16 p.m.

Ms. Melissa Neel, Assistant Director of Finance, provided the City Council with a presentation regarding a proposed City Event Sponsorship and Donations Policy.

Ms. Neel provided a brief introduction and provided that back on December 12, 2018 the City Council provided consensus for the staff to move forward with drafting a City Event Sponsorship and Donations Policy.

Ms. Neel provided that the City receives requests to support various events in our community from outside organizations. Ms. Neel explained that the City seeks to support events providing public purpose through cultural and educational enrichments, celebrating diversity, history, and heritage, enhancing pride and positive image in our community, and endorsing economic vitality. She also provided that having a policy for Outside Events will establish a transparent and consistent process for staff and event organizers to follow.

Ms. Neel provided the following support type definitions:

In-Kind Donations: Can consist of City Staff hours, services, or resources in return for certain benefits. This does not include monetary funding.

Grant: Monetary contribution from the City to support Events with significant community benefit. Financial support is limited to the funds approved in the City's annual budget.

Ms. Neel explained that a sponsorship consists solely of financial support (Grants) limited to funds approved in the City's annual budget. Sponsorship applies to events that are created, planned, and implemented by non-City agencies. Ms. Neel explained that partnership may consist of City staff hours, resources, services, and/or financial support (Grants) limited to the funds approved in the City's annual budget. Event organizers must reimburse the City of San Marcos for 100% of costs in excess of the support level authorized.

Ms. Neel explained the differences between a Special Event and a Community Event.

A Special Event is a unique, one-time, or first-time event within the City that will significantly impact the surrounding community, requires additional planning, open to all members of the public, may have the potential to draw large crowds, increased demand on public safety, or could include for-profit corp ownership.

A Community Event is a recurring or first-time event within the City that provides significant benefit to the community, and is open to all members of the public.

Ms. Neel provided highlights of the proposed requirements for both a Special Event and Community Event.

Special Event:

Submit proposal to City Manager

Proposals are due 180 days prior to event

Considered on a case-by-case basis

Requires a Special Event agreement

Community Event:

Support on a short-term basis is only available to non-profits up to 30% of the event costs

Grants & Donations require complete application, Grants recipients require contract

Must provide insurance certificate, obtain all permits, provide event plan

Only one application per event, organizations receiving funds from other departments are not allowed

Ms. Neel reviewed the application process and explained how this process is streamlining what is already taking place across the organization. She explained that the applications will be available on our website and that the application will need to be submitted by the deadline provided or no later than 180 days prior to event.

The applicant should review the Event Checklist and complete all requirements to ensure the application is complete. The applicant will submit their application to the designated City office prior to deadline.

Ms. Neel reviewed the proposed evaluation criteria and explained that the total amount of points possible is 100 points:

Ability to provide sufficient planning or past success of an event: up to 15 points

Provide family activities for children and adults: up to 15 points

Cultural and educational impact on the community: up to 10 points

Ability of the event to promote pride and a positive image of the community: up to 10 points

Economic impact on the community, and/or attracts visitors: up to 10 points

Celebrates our community's unique diversity, history and heritage: up to 10 points

Number of years the organization has received funding/support:

- First-time applicant: up to 5 points**
- 1-2 years: up to 2 points**
- 3+ years: 0 points**

How established the event has become:

- First-time applicant: up to 5 points**
- 1-2 years: up to 2 points**
- 3+ years: 0 points**

Free vs. admission-based event:

- Free event: up to 5 points**

- Admission: up 2 points

Accessibility to all members of the community: up to 5 points

Environmentally sustainable: up to 5 points

Clear and concise application: up to 5 points

Discussion was held regarding current processes and funding of requests for special events like Sights and Sounds of Christmas, a community event like the Mermaid Parade, and how the process will streamline all requests. Ms. Neel provided that Sights and Sounds of Christmas will be past the 180 day window for Special Event consideration for FY20. The event will submit their proposal and follow new policy guidelines for the FY21 (Dec 2020) event.

Discussion was held regarding including our Communications Department and the Convention and Visitors Bureau assisting with advertising of community and special events that receive City support. Staff indicated that they would get with those departments to discuss those options.

Discussion was held regarding the application process and a pending non-profit status.

Ms. Neel reviewed the timeline and next steps. Council will be asked to consider approval of the policy on June 18, 2019. Following adoption Staff will reach out to non-profit stakeholder organizations that have received in-kind or monetary assistance in the past for events to ensure that they are aware of the new process between July and September. The new policy will be effective October 1, 2019 at the beginning of the new fiscal year.

Following discussion the Council provided consensus to move forward with bringing the adoption of the policy on June 18, 2019.

Discussion was held regarding events that make money and are able to give money back to the City. Staff provided that something like that could be considered as an agreement between the City and the Event.

No further direction was provided.

EXECUTIVE SESSION

2. Executive Session in accordance with the following Government Code Sections:

A. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberate regarding Martindale ETJ matters and Project Big Hat

B. Section § 551.087 - Economic Development: to receive a staff briefing and deliberate regarding Project Big Hat

A motion was made by Mayor Pro Tem Prewitt, seconded by Council Member Rockeymoore, to enter into Executive Session at 3:04 p.m. The motion carried by the following vote:

For: 7 - Mayor Pro Tem Prewitt, Council Member Gonzales, Council Member Derrick, Mayor Hughson, Council Member Mihalkanin, Council Member Marquez and Council Member Rockeymoore

Against: 0

A motion was made by Council Member Derrick, seconded by Council Member Rockeymoore, to enter into Executive Session at 5:11 p.m. The motion carried by the following vote:

For: 7 - Mayor Pro Tem Prewitt, Council Member Gonzales, Council Member Derrick, Mayor Hughson, Council Member Mihalkanin, Council Member Marquez and Council Member Rockeymoore

Against: 0

VII. Adjournment.

The City Council returned into Open Session at 6:03 p.m.

Mayor Hughson adjourned the Work Session meeting of the San Marcos City Council at 6:03 p.m.

Jamie Lee Case, TRMC, City Clerk

Jane Hughson, Mayor

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