

710 EAST SAN AUGUSTINE STREET

DEER PARK, TEXAS 77536

Minutes

of

A WORKSHOP MEETING OF THE CITY COUNCIL OF THE CITY OF DEER PARK, TEXAS HELD AT CITY HALL, 710 EAST SAN AUGUSTINE STREET, DEER PARK, TEXAS ON AUGUST 7, 2018, BEGINNING AT 6:30 P.M., WITH THE FOLLOWING MEMBERS PRESENT:

JERRY MOUTON	MAYOR
SHERRY GARRISON	COUNCILWOMAN
THANE HARRISON	COUNCILMAN
TOMMY GINN	COUNCILMAN
BILL PATTERSON	COUNCILMAN
RON MARTIN	COUNCILMAN
RAE SINOR	COUNCILWOMAN

OTHER CITY OFFICIALS PRESENT:

JAY STOKES	CITY MANAGER
GARY JACKSON	ASSISTANT CITY MANAGER
SHANNON BENNETT	CITY SECRETARY
JIM FOX	CITY ATTORNEY

1. MEETING CALLED TO ORDER – Mayor Mouton called the workshop to order at 6:30 p.m.
2. PRESENTATION BY JORGE FRANZ OF GREATER HOUSTON CVB REGARDING CONTINUED PARTNERSHIP BETWEEN CITY OF DEER PARK AND VISIT HOUSTON AND BEYOND – Public Relations /Marketing Specialist, Kristin Callahan introduced Mr. Jorge Franz, Senior Vice President of Tourism.

Mr. Franz discussed and highlighted the many benefits that tourism impacts Houston. "Total visitors to Houston Metropolitan Statistical Area (MSA) in 2017 was 2.6 million. The local state and tax revenue from tourism generates 1.1 billion dollars. Tourism ranks 10th in industry contribution and has shown consistent growth in international travel. Tourism saves each Houston resident \$650 per year. Mexico is our largest international market with China and India growing as well. Leisure visitors come from within Texas to enjoy favorite activities such as dining, shopping and visiting cultural attractions. Discovery Green was involved in a very creative marketing plan during the Super Bowl, that fed over 3000 journalists that were in the Convention Center for breakfast, lunch and dinner. This helped put Houston on the map. There was not a single negative story written about Houston after the Super Bowl. To increase the number of visitors to Houston, work is being done with key organizations and focusing on connecting more with industry of travel. Importance to promote the product to the consumer on platforms like Trip Advisor

and Expedia. Houston is selling the City as the culinary and cultural capital of the South, with a variety of James Beard recipients located within Houston. The museum district is one of the largest in the country with 20 museums and institutions. Houston offers ballet, opera symphony and theater and has the largest Livestock Show and Rodeo along with the largest Renaissance Festival in the nation. Houston also is home of the 2017 World Champions Houston Astros. Houston is a member of City Pass, an independent company that helps travelers see their destination of choice for half price. In Houston, City Pass prices are set at \$59.00 for adults and \$49.00 for children. In partnership with City Pass, over 100,000 booklets have been sold that generated over 500 thousand new visitations to different attractions within the City. Visitors come from Dallas, Austin and San Antonio. Most of the marketing focus are in these areas and is now being promoted in New Orleans and Baton Rouge as well. Houston is connected to more than 180 cities in the world, which is key to having a successful tourist destination. Houston is working with airlines from all over the world to promote travel internationally. The top five markets are Mexico, Canada, United Kingdom, Germany and China. From Mexico, there were 2.3 million visitors, with the average Mexican visitor spending close to \$1,200 per person, per visit, just on shopping, not counting hotel or restaurant. China is the fastest growing market, which spend \$5000 per person, per shopping trip. A concept for a network of tourism partners to cooperatively market the Greater Houston region as a leisure destination, with Deer Park as one of the founding members, was created. This program includes 14 different cities. Each destination would have a representative appointed to them. This program enabled the marketing throughout the region with organized sales, exhibits at trade and consumer shows, and regional familiarization tours for reporters. The current program offers ads for partners in the official Visitor Guides that is published twice a year and has a yearly circulation of 400,000. Inclusion in four thematic blog posts on VisitHouston.com/daytrips, four social media activations on Visit Houston's Facebook, Instagram and Twitter channels, three listings on the Event Calendar on VisitHouston.com and inclusion in a section of the Visit Houston newsletters distributed monthly. The program also offers two free registrations for Houston's Tourism Summit. Providing maximum benefit for as little monetary commitment as possible, is what this program is developed to try and do. In addition, a very strong relationship with Trip Advisor has been developed. Trip Advisor is a user platform where different destination experiences from users are generated and viewed. The official partnership with Trip Advisor is scheduled for October 2018. The goal of Visit Houston and Beyond was to increase the number of visitations to drive traffic to the Deer Park website. May of 2017, there was an average of 400 page views per month. In January 2018, the views have tripled in number. Some of the top pages featured have included Deer Park annual events with 1,511 views and history experiences with 1,099 views. Deer Park was also featured in five blog posts with a combined 3,885 views, and an overall blog visitor number of 33,738 since January 2018. In the future, the focus is looking to find a way to take Visit Houston and Beyond to create a more consumer friendly brand. The Visit Houston market place has been launched. Working towards a way to figure out how to get the product to the consumer through an entire digital format."(Exhibit A1-A8)

Mr. Franz commented, "You have a gem in Kristin. She was very aggressive in terms of coming to talk to us. In the beginning, there was some opposition to the idea, but she persevered and helped put Deer Park on the map. I hope this has shed some light to what we are doing in Houston. I want to encourage all of you to become fanatical ambassadors for selling Houston and our region."

Councilwoman Sinor commented, "I attend a function earlier in the year and it was a big deal. I enjoyed it. It was very well ran and put together with some exciting speakers."

Mr., Franz commented, "That was a part of the effort to get the industry to meet. Before this, the hotel and transportation community, along with the attractions, had never had a platform to speak to one another. That was the whole idea. I am excited to hear that you enjoyed it. "

Councilman Patterson asked, "Can you get tickets to visit Houston on the Visit Houston site?"

Mr. Franz responded, "Yes. It is on our site at experience.visithouston.com. We are working on trying to extend that to each individual city."

Councilman Harrison asked, "What are the boundary lines of your metropolitan area?"

Mr. Franz responded, "Good question. It started off as a 33 county region, which was difficult to manage. It was decided to draw a line that is 90 miles from our city hall to the city hall of respective partner cities. It is a circle that is 90 miles outside of Houston. We only accept organizations that have an aspect of destination promotion. We are looking for organizations and cities that are seriously looking to attract visitors to the region."

Mayor Mouton commented, "We are blessed and we know we hit a homerun with Kristin, she has done a fantastic job. Your kind words have validated a lot of what we have grown to as a City. It is interesting, the amount of visitors that do come to this region to share and learn how we do things regionally from the industry side. I was asked a few weeks ago to meet a group of students that came here from China. They were on a tour to the United States and their first stop was Houston. They were doing an overall history of the United States. It was amazing to meet with the 60 students at the San Jacinto Monument and to be able to share a little bit of our history. It has been a collective effort from our Historical Committee and our Tourism Committee as well. They have done a great job in bringing it all together and making sure we remember. I commend you Mr. Franz and I think it is great what you are doing. This was a great presentation and I look forward to continuing our relationship with you all."

3. DISCUSSION OF ISSUES RELATING TO A RESOLUTION PERMITTING THE CONSIDERATION OF APPLICATIONS FOR PRIMARY DEPOSITORY BANK SERVICES FROM FINANCIAL INSTITUTIONS THAT ARE NOT DOING BUSINESS WITHIN THE MUNICIPAL BOUNDARIES OF THE CITY – Finance Director, Donna Todd advised the Council of the the City's current depository contract with Wells Fargo Bank, N.A. This contract will expire in February 2019 at the end of a five-year term. The City is working with the investment advisory firm, Valley View Consulting, to prepare a Request for Application (RFA) for primary depository bank services, which is similar to the current agreement and will be for an initial three-year term and optional annual renewals in the successive two years. Texas Local Government Code, Chapter 105, Depositories for Municipal Funds, stipulates in Section 105.011 (b) states that the City may consider the application of a bank, credit union or savings association that is not doing business within the City if the governing body, prior to giving the notice

required by Section 105.012, has adopted a written policy expressly permitting the consideration of

applications received by the municipality from a bank, credit union or savings association that is not doing business within the municipality, after taking into consideration what is in the best interest of the municipality in establishing a depository. At this time, the City Council has not adopted a resolution to expressly permit the City to consider applications from financial institutions not doing business within the City's boundaries. When the City last issued an RFA for primary depository bank services, Wells Fargo Bank, N.A. was the only major bank doing business within the City that was able to provide the full level of services needed for public funds. If the City desired to consider applications from other financial institutions within a 6.5 mile radius, for example, it would give the City an opportunity to consider a competitive field of applicants. Valley View Consulting has compiled a list of 19 banks located within a 6.5 mile radius of City Hall. At this time, it is unknown if making this decision will result in a better value from the current depository relationship. The City can opt to adopt a resolution to expand the field of applicants or can choose not to adopt a resolution, which will restrict the applicants to only those financial institutions operating within the municipal boundaries of the City of Deer Park. (Exhibit B-1)

Councilwoman Garrison commented, "I think it is an excellent idea. We have grown tremendously and we need to be competitive."

4. DISCUSSION OF ISSUES RELATING TO THE BIDS FOR A ONE YEAR SUPPLY OF GARBAGE BAGS – Finance Director, Donna Todd advised the Council of the May 29, 2018 advertisement for bids for garbage bags to be purchased for FY 2018-2019. The bid specifications reflected minimum requirements. As stated under the General Conditions of Bidding, the City "reserves the right to accept or reject in whole or in part any bid submitted or to waive any informality in the best interest of the City". The City "reserves the right to award the bid to the lowest responsible bidder who provides [goods] at the best value for the City", which may include quality and the extent to which the goods meet the City's needs. After evaluating the bids received on May 29, 2018, including the sample bags provided by the bidders, the City determined it would be better to reject these bids and issue new bid specifications to clearly define the minimum bag size, increase the thickness requirement, limit the amount of recycled material used in the plastic, and add 40 pounds as a standard of measure all of which should ensure the best performance of the bags for the Deer Park residents. As stated under the General Conditions of Bidding, the City "reserves the right to accept or reject in whole or in part any bid submitted or to waive any informality in the best interest of the City" and the City "reserves the right to award the bid to the lowest responsible bidder who provides [goods] at the best value for the City", which may include quality and the extent to which the goods meet the City's needs. At the regular meeting on June 19, 2018, the City Council voted to reject the bids received on May 29, 2018 for a one-year supply of garbage bags and authorized staff to revise the bid specifications and advertise for and receive bids for a one-year supply of garbage bags based on the new bid specifications. The City received six (6) bids for garbage bags to be purchased for FY 2018-2019.

5. DISCUSSION OF ISSUES RELATING TO ADOPTION OF AN OFFICIAL WET/DRY MAP FOR THE PURPOSE OF ALLOWING FOR PROHIBITING ALCOHOL SALES -
City Manager, Jay Stokes advised Council of the revision wet/dry map that was previously used. This map was never officially adopted by ordinance by the City Council. The Incorporated City of Deer Park, Harris County, on December 12, 1956 voted in a Harris County Local Option Election to become dry. This election would cover the then existing areas inside the incorporated boundaries of the City of Deer Park at that time. Areas annexed after this date, came into the City as wet. Millwee and Associates, Consulting Engineers, had prepared an annexation map indicating all the annexations the City of Deer Park made along with the dates for each. The map indicated the boundary of each annexation. The proposed official Wet-Dry Map has been prepared from careful analysis of the original Millwee annexation map. The Wet-Dry Map boundaries have been placed on the City of Deer Parks current digital base map for consideration by the City Council to officially adopt. (Exhibit C-1)

Councilman Patterson asked, "Is this where it can be sold?"

Mr. Stokes responded, "Yes, for off premise consumption."

Councilman Patterson asked, "What about restaurants?"

Mr. Stokes responded, "That is on premise consumption. That is different."

City Attorney, Jim Fox, commented, "There are some areas that are considered highway services that are not in the wet area too. That would prohibit people from selling on premise."

6. DISCUSSION OF ISSUES RELATING TO REVISING AN ORDINANCE TO AMEND THE SCHEDULE B- FEE SCHEDULE OF THE DEER PARK CODE OF ORDINANCES – Public Works Director, Bill Pedersen discussed the increase in the number of applications for "solar panels". Currently, no fee is included on the fee schedule for these panels. The request is to revise the fee schedule for electrical permits to include a flat rate of \$50 for solar panels.

Councilwoman Sinor asked, "What more would you have to do?"

Mr. Pedersen responded, "There are batteries and wiring that is tied to the addition of the panels."

Councilman Ginn asked, "Is that in line with what other cities are charging?"

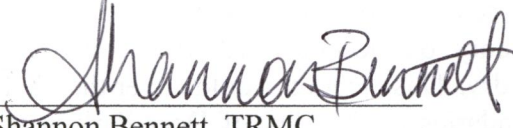
Mr. Pedersen responded, "Yes."

Councilman Ginn asked, "It would be the same price whether it be residential or commercial?"

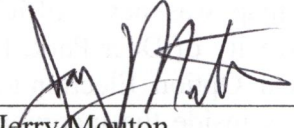
Mr. Pedersen responded, "Yes."

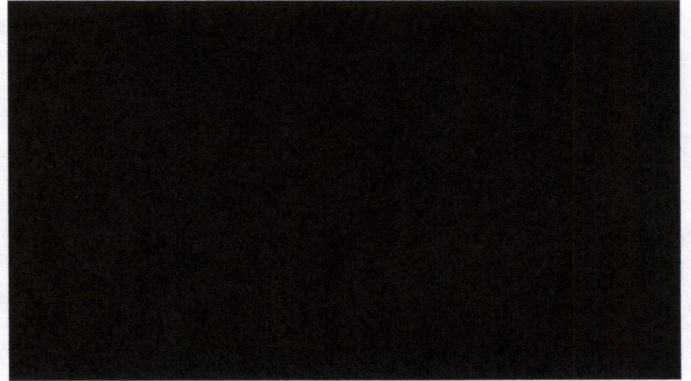
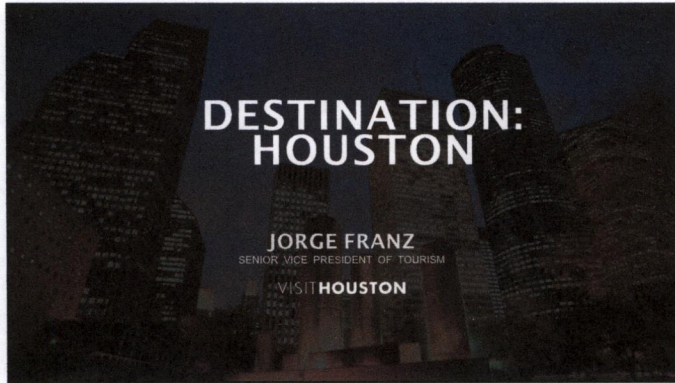
7. ADJOURN – Mayor Mouton adjourned the workshop meeting at 7:13 p.m.

ATTEST:


Shannon Bennett, TRMC
City Secretary

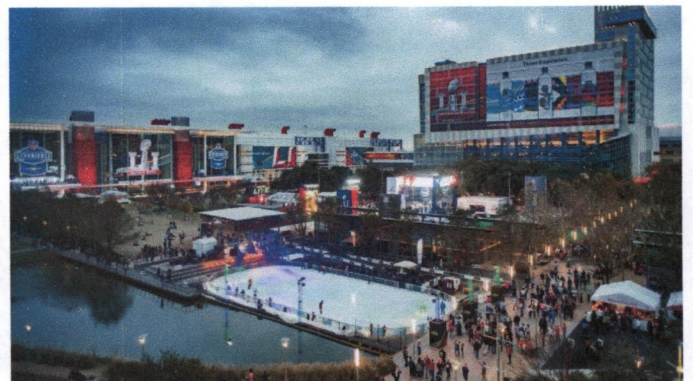
APPROVED:


Jerry Mouton
Mayor



Tourism Impact on Houston

- Total Visitors to Houston Metropolitan Statistical Area (MSA) in 2017 was 21.6 Million
- Tourism Generates \$1.1 Billion in Local & State Tax Revenue
- Tourism Ranks 10th in Industry Contribution to Houston's GDP
- Tourism Saves Each Houston Resident \$650 Per Year
- Houston Has Shown Consistent Growth in International Travel
- Mexico is our Largest International Market with 2.3 million visitors, with China and India Growing Quickly
- Most Leisure Visitors Come from Within Texas. Favorite Activities are:
 - ✓ Visiting Friends and Family
 - ✓ Dining
 - ✓ Shopping
 - ✓ Visiting Cultural Attractions



"A changing Houston Puts its Best Face Forward"

The Wall Street Journal

"With or Without the Super Bowl: Houston is the Winner"

The Chicago Tribune

"The Super Bowl Returns to a Houston Transformed"

The New York Times



**25 MILLION VISITORS
BY 2020**



"The Houston dining scene is the most exciting it's ever been."

Food + Wine

"Houston's global reputation is growing, and the international art community is taking notice."

Forbes

"...the American city of the future"

The Los Angeles Times



Culinary and Cultural Capital of the South



- Many James Beard Award recipients call Houston home
- One of the largest museum districts in the country with 20 museums and institutions within walking distance
- Houston is one of only a few U.S. cities with resident professional companies in the four disciplines of the performing arts: **ballet, opera, symphony and theater.**
- Home to the largest livestock show and rodeo in the world
- Home to the largest Renaissance Festival in the nation
- Home to the 2017 World Champion Houston Astros

CityPASS Destination

HOUSTON
CityPASS

Adult (12+) \$59.00
Child (3-11) \$49.00



Downtown Aquarium



Space Center Houston



Houston Museum of Natural Science



Houston Zoo



Museum of Fine Arts Houston

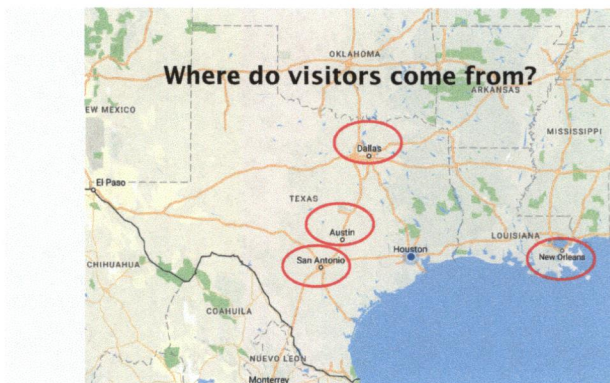


Children's Museum

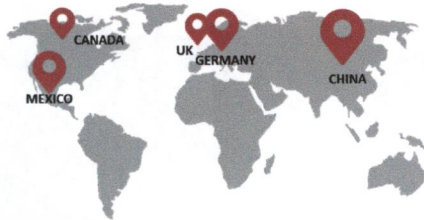


Kempah Boardwalk

Where do visitors come from?



Tourism Trade - International



- Public Relations
- Marketing
- Travel Trade Training
- Travel Trade Sales

VISITHOUSTON

Mexico

- 2.2 million visitors in 2017
- Just surpassed 125,000 fans on social media
- Website traffic grew 9% in 2016, and growing at a 10% pace in 2017

Hola Houston



China

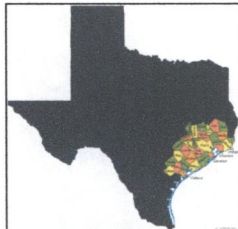
- Fastest growing market for the USA
- Over 25,000 WeChat Subscribers
- High spend- more than \$5,000 per visitor per trip



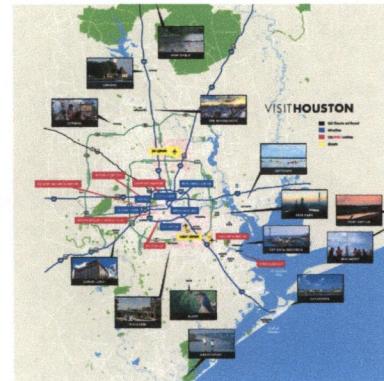
VISIT
HOUSTON
AND BEYOND

Initial Concepting - 2015

- Began in 2015
- "A concept for a network of tourism partners to cooperatively market the Greater Houston region as a leisure destination."
- Each destination was to appoint one representative and one designated back-up
- Working together as a coalition with our partners, [the program] will be able to market the region as a destination through cooperative marketing programs: organized sales and media blitzes, exhibits at trade and consumer shows, regional familiarization tours, targeted advertising campaigns, and an online presence comprising both website and social media endeavors.



"Houston and the surrounding 29-county region possess a wide variety of quality tourist attractions."



Current Program Benefits - 2018

- A full-page presence (5 page ad, 1/2 page editorial) in a dedicated Houston and Beyond section of the Houston Official Visitors Guide ("OVG") beginning in spring 2017. The OVG is published twice a year and has a yearly circulation of 400,000.
- Inclusion in four (4) thematic blog posts on VisitHouston.com/Daytrips
- Four (4) social media activations on Visit Houston's Facebook, Instagram and Twitter channels - one per quarter, per partner.
- Three (3) listings on the Event Calendar on VisitHouston.com (subject to editorial approval).
- Inclusion in the VisitHouston.com/Daytrips section of the Visit Houston newsletter distributed monthly.
- Two (2) free registrations for Houston's Tourism Summit
- Inclusion in Visit Houston and Beyond booth at Houston Tourism Summit with availability for one (1) staff member to represent destination
- Platinum membership to the Greater Houston Convention & Visitors Bureau (a \$10,000 value). A selection of the benefits include:
 - Leisure business leads
 - Platinum partner recognition online and in Visit Houston publications as group, Visit Houston and Beyond
 - Ability to post special offers and discounts online

Partnership with Trip Advisor

- Discount on ownership of page with TripAdvisor
- Part of TripAdvisor's Reputation Management Tour with Visit Houston and Beyond scheduled for October 2018



VISIT HOUSTON AND BEYOND

VisitHoustonAndBeyond.com
May 5, 2017

Average of 400 page views per month

VisitHouston.com/Daytrips
June 2, 2017

Average of 1,200 page views per month

Experiential content
January 1, 2018



Top Pages from January- July 2018

- Deer Park's annual events are featured on our Events Page with 1,511 page views
- Featured on History Experiences page with 1,099 page views



Membership also includes social media promotion

Program Success in 2018

- In 2018, Deer Park has been featured in 5 blog posts
- These posts resulted in a combined 3,885 pageviews.
- Overall, the blog has had 33,738 visitors since January.



Branding

VISIT HOUSTON and Beyond

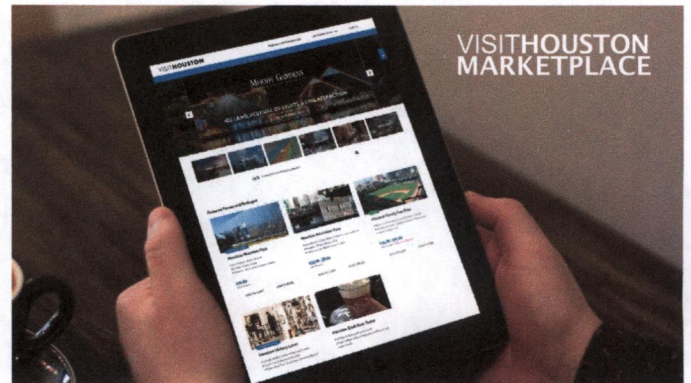
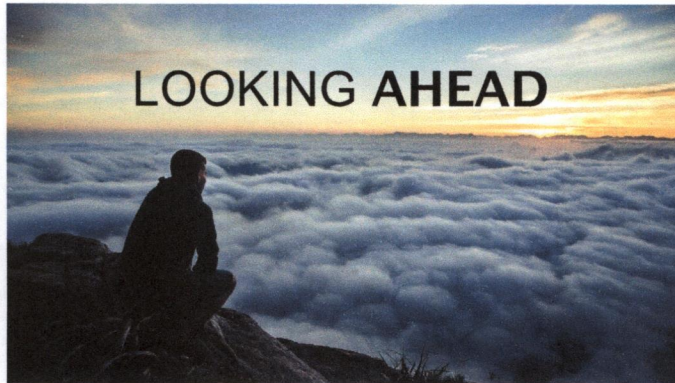
VISIT HOUSTON and Beyond

VISIT HOUSTON and beyond

Cypress Press 1/4/18 Partner Meeting Presentation



Presented at 1/2/18 Partner Meeting



VISITHOUSTON MOBILE PASS



Marketplace and Visit Houston and Beyond



- Working to get experiences outside of Houston on board
- Art Park Player Productions ticket integration



WHAT YOU CAN DO

BECOME A FANATICAL AMBASSADOR OF HOUSTON
EXPLORE THE CITY
GO TO THREE NEW ATTRACTIONS
INVITE FRIENDS AND FAMILY TO HOUSTON
STAY CONNECTED!

Use our resources

visithouston.com
avenidahouston.com
holahouston.com



@visithoustontx



@VisitHouston



@visit_houston

#MyHouston

VISITHOUSTON



Exhibit B-1

CITY OF DEER PARK, TEXAS				
FINANCIAL INSTITUTIONS (Within 6.5 miles of City Hall)				
June 26, 2018				
DEER PARK, TEXAS				
INSTITUTION	ADDRESS	CITY	ST	ZIP
Capital Bank	3500 East Boulevard	Deer Park	TX	77536
Comerica Bank	1500 Center Street	Deer Park	TX	77536
Iberiabank	1601 Center Street	Deer Park	TX	77536
JPMorgan Chase Bank, N.A.	3605 Center Street	Deer Park	TX	77536
Wells Fargo Bank, N.A.	715 Center Street	Deer Park	TX	77536
PASADENA, TEXAS				
Amegy Bank a Division of ZB, N.A. (2.7 miles via E San Augustine and W Pasadena Blvd)	3901 Red Bluff Road	Pasadena	TX	77503
Bank of America, N.A. (4.6 miles via Center Street and Fairmont Parkway)	5803 Fairmont Parkway	Pasadena	TX	77505
BB&T (5.3 miles via E San Augustine and E Sam Houston Parkway S)	5714 Fairmont Parkway	Pasadena	TX	77505
Community Bank of Texas (4.4 miles via E San Augustine and E Sam Houston Parkway S)	3498 East Sam Houston Parkway South	Pasadena	TX	77505
First National Bank of Texas (6.3 miles via E San Augustine and Southmore Ave.)	1107 South Shaver Street	Pasadena	TX	77502
Frost Bank (4.1 miles via E San Augustine and E Sam Houston Parkway S)	3201 East Sam Houston Parkway South	Pasadena	TX	77505
Independent Bank (6.0 miles via E San Augustine and E Sam Houston Parkway S)	6025 Crenshaw Road	Pasadena	TX	77501
Post Oak Bank (5.5 miles via E San Augustine and E Sam Houston Parkway S)	4420 East Sam Houston Parkway South	Pasadena	TX	77505
Regions Bank (4.7 miles via E San Augustine and E Sam Houston Parkway S)	3491 East Sam Houston Parkway South	Pasadena	TX	77505
Texas Citizens Bank, N.A. (5.7 miles via E San Augustine and E Sam Houston Parkway S)	4949 Fairmont Parkway	Pasadena	TX	77505
Texas First Bank (2.9 miles via Center Street)	6731 Spencer Highway	Pasadena	TX	77505
The Moody National Bank (4.4 miles via Center Street and Fairmont Parkway)	6003 Fairmont Parkway	Pasadena	TX	77504
Trustmark National Bank (5.8 miles via E San Augustine and E Sam Houston Parkway S)	4660 East Sam Houston Parkway South	Pasadena	TX	77504
Woodforest National Bank (5.5 miles via E San Augustine and E Sam Houston Parkway S)	5200 Fairmont Parkway	Pasadena	TX	77505

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