



City of Fredericksburg

City Council Special Meeting
Thursday, January 16, 2025 ~ 5:30 PM
New City Hall at East Campus
2818 E. U.S. Hwy. 290
Fredericksburg, Texas 78624

City Council Members Present:

Mayor Jeryl Hoover
Mayor Pro-Tem Emily Kirchner
Councilmember Bobby Watson
Councilmember Tony Klein
Councilmember Randy Briley

City Staff Present:

Clinton Bailey, City Manager
Garret Bonn, Assistant City Manager
Leticia Vacek, City Secretary
Mick McKamie, City Attorney - Virtual
Krista Wareham, Director of Finance
Brian Vorauer, Chief of Police
Aaron Anderegg, Director of IT
Sean Doerre, Public Information Officer
Brandon Gold, Assistant IT Director
Darren Eckhardt, Accounting Coordinator
Leslie Ball Embrey, Assistant to the City Secretary

CALL TO ORDER

Mayor Jeryl Hoover called the Special Meeting to order noting a quorum was present.

Review Applications and Interview Applicants requesting Hotel Occupancy Tax (HOT) Funding for 2025. (Darren Eckhardt, Accounting Coordinator)

Mayor Hoover summarized the process for the Hotel Occupancy Tax Application Funding as well as requested applicants to explain their request if they were requesting more funding than last year. He noted that the total amount allotted by the City Council this year was \$500,000 and that from the 27 applications submitted; \$797,475 was the total being requested. He spoke about a balance and prioritization. He addressed the applicants representing each organization not to read their applications for efficiency.

Nimitz Foundation – It was noted that in addition to the National Museum of the Pacific War; the renovation of the George W Bush Gallery was planned, a new Interactive Submarine and a New Main Street Entrance. The requested amount of \$150,000 would assist their planned projects.

Church of the Colored People of Gillespie County – The requested amount of \$21,500 would provide the 137-year-old church to continue to preserve and apply the funding to the structure itself, repair the steeple, and repaint the entire structure.

Die Kunstler Von Fredericksburg aka DK – It was stated that they had applied for \$4,500 in funding to assist with advertising of their November Art Show.

Fredericksburg Art Guild – The requested amount of \$4,725 would be utilized for their advertising and was consistent with past year's request.

Fredericksburg Chamber of Commerce – It was reported that the \$18,000 request would be used for their advertisement expansion of Light the Night Christmas Parade & AfterGlow.

Fredericksburg Farmer's Market – The request of \$5,000 would be utilized to continue the Farmer's Market. It was noted that their request was the same as the previous year.

Fredericksburg Junior Chamber of Commerce – It was stated that their \$25,000 request was for the Jaycees Crawfish Festival. It was stated that they would be seeking funding from the County. They also reported that their proceeds go towards county-wide scholarships while also assisting the Needs Council.

Fredericksburg Music Club – The requested amount of \$7,500 would be used for fees to provide eight free concerts per year.

Fredericksburg Rotary Club Foundation, Inc – It was stated that this is their fourth year and continue to request \$10,000 and that 100% net proceeds go to charity within the community.

Fredericksburg Theater Company – It was noted that the request was for \$12,000 for the year to cover the 2025 Productions.

Friends of Gillespie County Country Schools – The requested amount of \$8,400 would be utilized for the restoration and preservation of historic schools.

German Choirs of Fredericksburg – It was stated that their goal was to continue to preserve the German Heritage through music. Their request was for \$2,500.

Gillespie County Fair & Festival Association – The requested amount of \$65,000 would be utilized for their event of Horse Racing and the 136th Gillespie County Fair.

Gillespie County Historical Society – It was noted that requested funds for the VK were \$90,000 and for Historic Home Tour and Holiday Market at \$10,000 for their marketing campaign noting that their ticket sales exceeded by 6% and the 2024 Historic Home and noted that November will be the 66th Annual Historic Home Tour.

Oktoberfest/PCAA – The requested amount of \$20,000 would be utilized for the 45th Anniversary of Oktoberfest marketing. It was noted that their net proceeds go to the

PCAA, and they are distributed to many others that benefit which were provided.

Stonewall Chamber of Chamber – The request of \$30,000 was for the Stonewall Peach JAMBoree & Rodeo.

Texas Center for Wine and Culinary arts dba Flavory TX – The \$7,500 request was for the Holiday Prelude awareness event. Hayley Wakefield noted that they are taking over their marketing with a brand refresh and a web-site revamp. In addition, \$20,000 was requested to support Restaurant Week, a new event. Ms. Wakefield stated that for this new event, they will use similar marketing and communication used during the Food & WineFest to support Restaurant Week in April.

Frontier History Company – The request of \$5,850 would be used for their Living History Presentations.

Heritage School – The \$10,000 request was for EISBAHN that now starts the Saturday before Thanksgiving.

Texas Wine Revolution dba Texas Wine Auction – It was noted that the request for \$50,000 was for their 4th Annual Auction Gala & Festival and their 2nd Annual Texas Live Barrel Auction at a \$20,000 request. Questions were asked and Dawn Cox and Valerie Elkins explained why they were asking for additional funds and stated that they utilize 40 Texas Wineries noting the beneficiaries of the event. It was added that mental health support referrals were provided for hospitality workers as well as virtual seminars. They also stated that they were working with the Culinary Institute and package pricing through the Albert Hotel and hired Hailey Wakefield to oversee their marketing.

Fredericksburg Education Initiative dba SystemsGo – It was stated that the requested funding of \$5,000 was for the Rocket Launching Learning Program that now involves about seventy-five schools. Their events are live streamed and held the first week in May.

Texas Cellos – It was stated that this was a new program and the request of \$25,000 would be used to create various music campuses providing education, instruction, lessons, rehearsals, and concerts. Pop-up music at restaurants and various places in town would be planned. Thus far, 4 music festivals have been provided, and they will perform June 8th-21st at St. Joseph's Hall. Their plan is to schedule twenty concerts.

Fredericksburg Parks Foundation – It was stated that this was a new event at Lady Bird. Ms. Wakefield requested \$20,000 for their event, Party in the Park providing families to gather and enjoy the outdoors. She added that requested funds would be utilized for marketing, website build, social media, among others.

Der Stadische Friedhof Fredericksburg, Inc. dba Der Stadt Friedhof Cemetery – The requested funds of \$150,000 was for a drainage project at the cemetery. Mayor Pro-Tem Kirchner asked if the city could assist with ground preparation. Mr. Bonn stated that the city would be able to do some of the work. After a brief discussion, it was stated that \$17,000 would be needed to address the issue of the erosion. Mr. Bonn noted that the city could contribute that portion as well as the cost of the grading. City staff will assist with in-house preparation of the channel at \$22,000. The requester will also seek

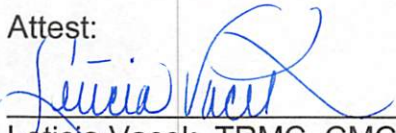
HOT Funds from the County.

Lastly, Mayor Hoover encouraged applicants to seek County HOT Funds noting their on-line application process opens in March. Mayor Hoover noted that was the end of the list of applicants. He added that the Council would act on the allocation of funds at the next City Council Regular Meeting. Mayor Pro-Tem Kirchner recommended a great form of communication for all organizations requesting funds is to ensure that they have a "Volunteer Tab" on their website which would encourage people to assist and become involved.

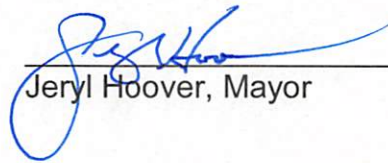
ADJOURN

Mayor Hoover adjourned the meeting at 7:01 pm.

Attest:



Leticia Vacek, TRMC, CMC, MMC
City Secretary



Jeryl Hoover, Mayor