

**CITY OF COPPERAS COVE
CITY COUNCIL WORKSHOP MEETING MINUTES
August 5, 2010 – 7:00 P.M.**

A. CALL TO ORDER

Mayor John Hull called the workshop meeting of the City Council of the City of Copperas Cove Texas to order at 7:00 p.m.

B. ROLL CALL

John Hull
Cheryl L. Meredith
Charlie D. Youngs
Gary L. Kent
Danny Palmer
Kenn Smith
Jim Schmitz
Frank Seffrood

ALSO PRESENT

Andrea M. Gardner, City Manager
Jane Lees, City Secretary

C. WORKSHOP ITEMS

1. Presentation and discussion of the Fiscal Year 2011 Proposed Budget. **Andrea M. Gardner, City Manager**

Ms. Gardner clarified an article that was written in yesterday's Killeen Daily Herald by Taylor Short which stated that the Council discussed a tax rate increase at the August 3, 2010 Council Meeting. She stated that the discussion was on a proposed tax increase. She also stated that the current tax rate in the City is .76.

Sarah Kindler, Chair of the Hotel Occupancy Tax Committee, stated that the Committee had received one request for funds. The request came from C.H.A.M.P.S. HOT Bowl. Ms. Kindler said that expenditures from the Hotel Occupancy Tax Fund must meet two criteria. The HOT Bowl met the first required criteria that every expenditure must directly enhance and promote tourism and the convention and hotel industry. The second criteria is that expenditures must clearly fit into one of eight statutory categories. The C.H.A.M.P.S. HOT Bowl application met two of those statutory categories: No. 3 - Paying for advertising, solicitations and promotions that attract tourist and conventions delegates to the city or its vicinity; and No. 6 – Funding costs in certain counties to hold sporting events that substantially increase hotel activity cities within counties of under one million population.

The Committee recommends the requested amount of \$30,000.

Marty Smith, President of the Copperas Cove Chamber of Commerce and Betty Price, Vice President, made a presentation which is attached and made a part of these minutes.

The Chamber requested \$200,000.

Robert Ator, Executive Director of The HOP, made a presentation which is attached and made a part of these minutes.

The HOP is requesting \$16,725 for operating funds and \$8,321 for shelters, for a total of \$25,046.

2. Provide direction to the City Manager regarding the Fiscal Year 2011 Proposed Budget. **Andrea M. Gardner, City Manager**

The Council concurred to reduce the amount requested from the Chamber of Commerce to \$177,850, in order to leave a desired fund balance of \$35,000 in the Hotel/Motel Occupancy Tax Fund.

The Council concurred to award \$30,000 to C.H.A.M.P.S HOT Bowl in the proposed budget.

Council Member Kent requested that the City Manager conduct a study comparing City owned cell phones/plans vs. a cell phone allowance for employees. This plan would not be considered until the current cell phone contract, was up.

D. ADJOURNMENT

There being no further business, Mayor Hull adjourned the meeting at 8:09 p.m.

John Hull, Mayor

ATTEST:

Jane Lees, City Secretary



**Copperas Cove
Tourism & Visitors Bureau
FY 2010-2011 HOT Funds
Request**

Copperas Cove Chamber of Commerce

Tourism & Visitors Bureau

**These are two separate businesses
with two separate funding sources**

- The Chamber is funded by membership, events, fundraising & sponsorship
- The Visitors Bureau is funded by Hotel Motel Tax funds

Copperas Cove Chamber of Commerce

Mission Statement

The Copperas Cove Chamber is organized to advance the general welfare and prosperity of the Copperas Cove area so that its citizens and all areas of its business community shall prosper. All necessary means of promotion shall be provided and particular attention and emphasis shall be given to the economic, civic, commercial, cultural, industrial and educational interests of the area.

Copperas Cove Chamber of Commerce

Key Activities

Funding: Membership---Events---Fundraising---Sponsorship

Membership: Cove & Surrounding area businesses

Promote Businesses: Shop Cove---Website listings---Promotions---Ribbon Cuttings---Ground Breaking Ceremonies---Grand Openings---Mixers---Email Campaigns---Military Affairs Dinners---AUSA---Fort Hood Events

Promote City: State of the City---Ribbon Cuttings-----Political Forums--Ground Breakings Ceremonies--- Building Dedications---Christmas Tree Lighting---Fishing in the Park---Easter Egg Hunt---Polar Bear Swim---AUSA---Surrounding Chambers---Civic Organizations---Military Affairs Dinners---Website Support---National Night Out---Fort Hood Events

Promote CCISD: Sponsorship & Promotion---Email Support---Word of Mouth Promotion---Military Affairs Dinners---Website Support



Copperas Cove Tourism & Visitors Bureau

Copperas Cove Tourism & Visitors Bureau

Mission Statement

The Mission of the Copperas Cove Visitors Bureau is to enhance economic and social growth for the benefit of its members, visitors, and the residents of our community. The Visitors Bureau works to market develop and coordinate tourism events and activities that will increase awareness of Copperas Cove as a destination, stimulate overnight stays and enhance visitor spending to ultimately produce a substantial impact for our community.

Copperas Cove Tourism & Visitors Bureau

Key Activities

Bike/Run Central Texas: TBI Bike Race---Cove House Bike Rally-Fort Hood Challenge---Tough Cookie---Jack Rabbit Run---Gallop or Trot---Summer Fun Run

Rabbit Fest: Held Annually for 30 Years

Krist Kindl Markt: Back to Chamber in 2010

Hood Howdy: Held twice a year at Fort Hood

Parades: Rabbit Fest & Lighted Christmas Parade

Joint Image: In partnership with CCISD & EDC to promote city jointly throughout Army installations

Cove Opry: Held monthly promoting the Arts in Copperas Cove became part of the Chamber in 2010 / 2011

Promote City, CCISD & EDC

Hotel Occupancy Tax Fund

State Requirements – Tax Code Chapter 351

In order to qualify to receive Hotel Occupancy Tax Funds criteria #1 must be met.

Upon meeting criteria #1; the expenditures must qualify in one of the 8 remaining categories.

➤ **Criteria #1: First, every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.**

- a. Funding the establishment, improvement, or maintenance of a convention center or visitor information center
- b. Pay the administrative costs for facilitating convention registration
- c. Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity
- d. Expenditures That Promote the Arts
- e. Funding Historical Restoration or Preservation Programs
- f. Funding costs in our county to hold sporting events that substantially increase hotel activity
- g. Fund the Enhancement or Upgrading of Existing Sports Facilities or Sports Fields for Certain Municipalities
- h. Funding transportation systems for tourists



Copperas Cove Tourism & Visitors Bureau

FY 2010-2011 HOT Funds Request

Copperas Cove Tourism & Visitors Bureau

**FY 2010-11 Requested Hotel Motel Tax
\$200,000**

**Leaving a Remaining Balance of Unmet Needs
For FY 2010-11 of
\$80,761**

➤ In promoting & marketing Copperas Cove & tourism we face many expenses in the following areas:

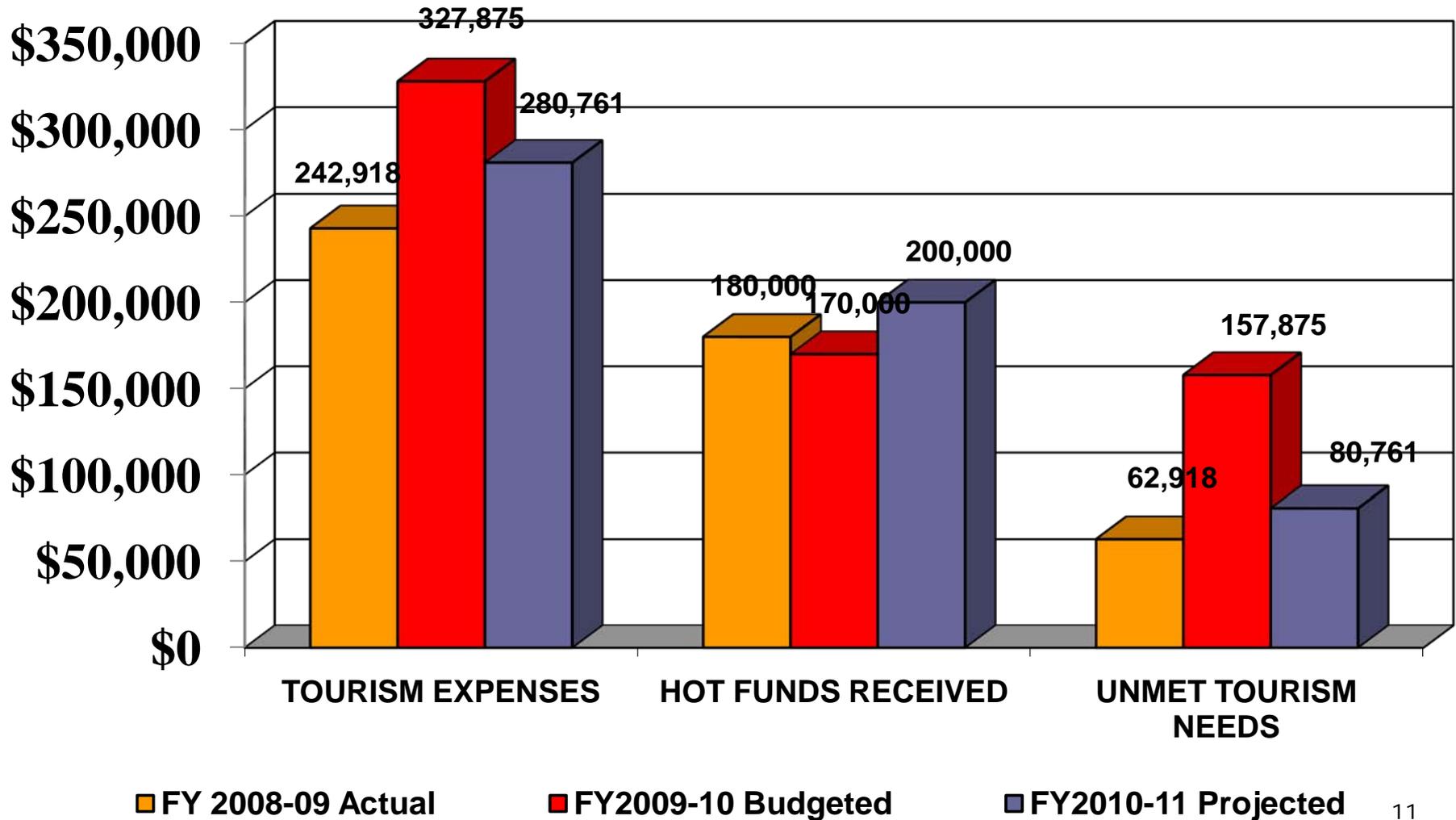
Advertisement
Festivals
Events

General & Administrative
Entertainment
Promotion

➤ The unmet needs stated above are Tourism expenditures paid out of the Chamber Operating Fund

Copperas Cove Tourism & Visitors Bureau

Chamber Tourism Budget Review & Projected



***Copperas Cove
Tourism & Visitors Bureau
Request Summary
FY 2010-11***



HOT FUNDS REQUEST 2010 – 11	\$200,000
TOURISM BUDGET 2010 -11	\$285,560
TOURISM EXPENSE UNMET NEEDS 2010 – 11	\$ 80,761



Central Texas' Regional Public Transit System

The HOP currently operates two fixed routes in Copperas Cove. Route 65 operates throughout Copperas Cove, and Route 100 connects CC (and Route 65) to other HOP routes.



Route 200 serves as a connector route, linking the two urban transit divisions operated by The HOP, thereby providing access for people in the Killeen/Copperas Cove/Harker Heights area to travel to the Temple/Belton area, and vice versa.

Ridership Information

The average number of passengers per service hour for Route 35 for the first 6 months of 2010 compared to the same period of 2009 has grown from 9.42 to 9.98, an increase of almost 5%

Passenger Shelters

The HOP has been awarded funding whereby many passenger shelters can be installed over the next two years.

The project is funded in large part with New Freedom funding.

Passenger Shelters (2)

The HOP has completed an Invitation for Bid process, and the specific shelter to be purchased has been selected.

The first order for the new shelter has been received.

Photos of the shelter follow.



PHOTO OF PERFORATED STEEL WALL



PHOTO OF PROPOSED ROOF
STYLE AND BENCH STYLE

HOW MANY SHELTERS IN COPPERAS COVE?

Based on estimated construction costs, The HOP estimates at least 14 New Freedom shelters can be installed in CC.

WHERE IN CC?

Based on surveys, The HOP has developed a tentative list that includes the following locations:

- Casa Drive
- HEB
- Williams & MLK
- Leonard & Sunshine

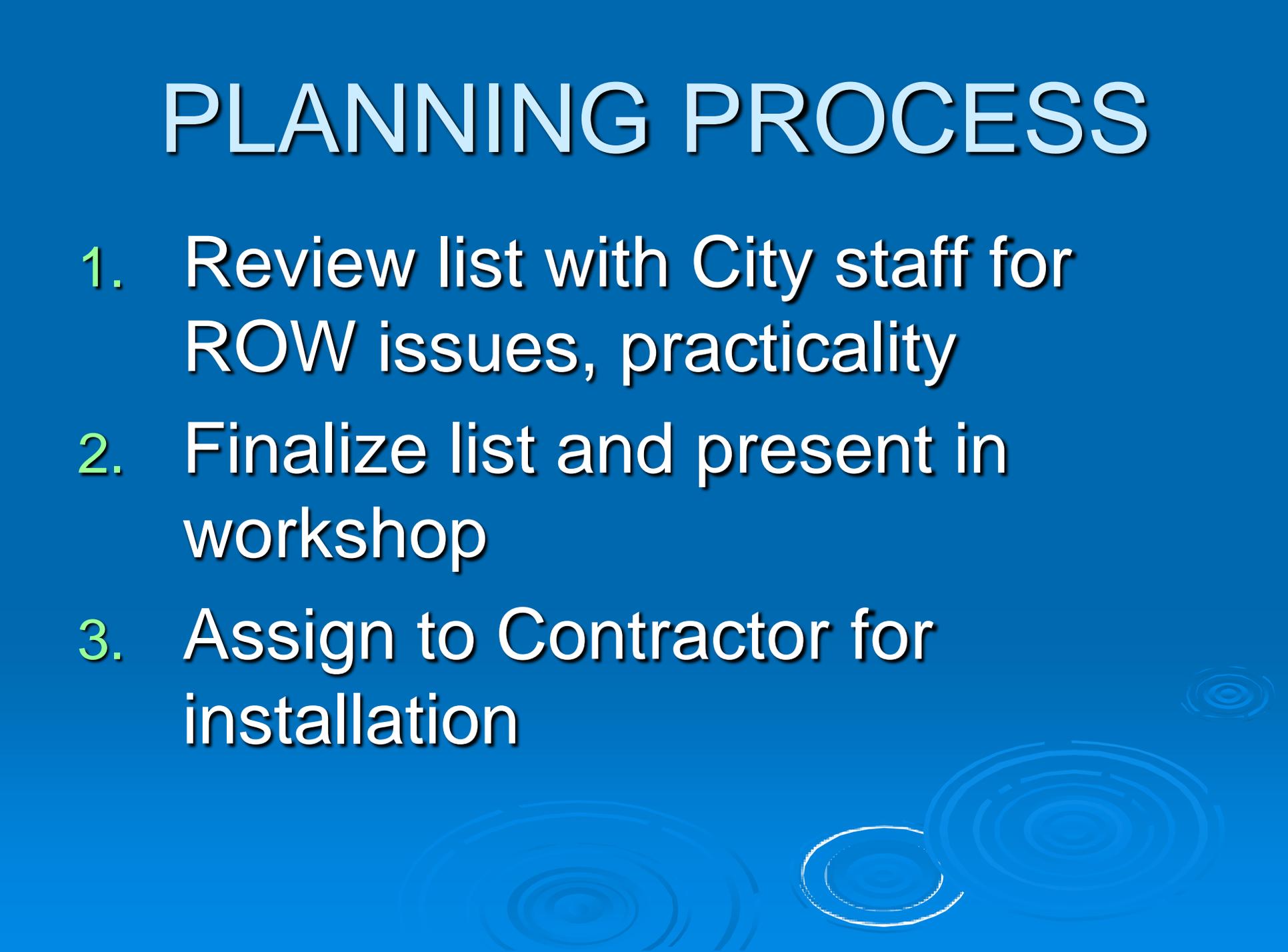
WHERE IN CC? (2)

The previous list for New Freedom shelter locations simply highlights a few major stops. An expanded list will be prepared and presented through the appropriate City office before installations actually begin. There are several other locations at which The HOP staff feels shelters are needed.

WHEN IN CC?

The HOP plans approximately 8-10 shelters for installation in the summer of 2010. The remainder of the shelters may be planned for 2011, so every reasonable effort can be made to place the shelters in the best locations.

PLANNING PROCESS

1. Review list with City staff for ROW issues, practicality
 2. Finalize list and present in workshop
 3. Assign to Contractor for installation
- 

QUALITY PROJECT

The HOP has selected a construction firm for New Freedom shelter installation. All New Freedom shelters will be fully ADA accessible and will meet Texas Accessibility Standards.

FUNDING REQUEST

The HOP is requesting each city provide half of the required 20% local match for the shelter project. HCTD is providing half the local match, sharing the local match with the cities. The share for each city is based on the number of service hours provided in that city.

SHELTER FUNDING

- Total funding for the shelters in Copperas Cove = \$238,000
- Total funding provided by grant = \$190,400
- Total funding provided by HCTD = \$24,075
- Total funding requested from Copperas Cove = \$23,525

THREE YEAR PLAN

The HOP is asking Copperas Cove to make the total contribution for the shelters of \$23,525 over 3 years:

- Year One = \$8,321 (FY 2010-11)
- Year Two = \$7,602 (FY 2011-12)
- Year Three = \$7,602 (FY 2012-13)

OPERATING FUNDS

Each year, The HOP requests funding from each city based on the percentage of service hours provided in that city. For the current fiscal year (2009-2010) for Copperas Cove, The HOP requested \$21,989 for daily operation of the system.

For the next fiscal year, The HOP is requesting \$16,725 for operating funds.

TOTAL REQUESTED

For the upcoming fiscal year, The HOP is requesting from the City of Copperas Cove the following total funding:

Operating = \$ 16,725

Shelters = \$ 8,321

TOTAL = **\$ 25,046**



Central Texas' Regional Public Transit System