

CITY OF KINGSVILLE

HOTEL OCCUPANCY TAX FUND ADVISORY BOARD

Thursday, January 29, 2026, at 4:00 p.m.

Regular Meeting

Helen Kleberg Groves Community Room, City Hall
400 W. King Ave., Kingsville, Texas

AGENDA

- I. Call Meeting to Order
 - a. Welcome new board members
- II. Approval of Minutes from Previous Meeting, May 17, 2025
- III. Public Comments on or off the agenda
- IV. HOT Fund Financial Update
 - a. Expenditures
- V. Tourism Department Update
 - a. New Employee Update, Media and Content Specialist- Rebecca Duke
 - b. Marketing and promotion efforts
 - c. Visitor trends or data highlights
- VI. Upcoming Events & Opportunities
 - a. Events impacting hotel occupancy
 - b. Strategic opportunities to increase overnight stays
- VII. New Business
 - a. Website Revamp
 - b. Digital Binders for Hotel Rooms, with survey
- VIII. Conduct any other business necessary for the proper functioning associated with the Hotel Occupancy Tax Fund
- IX. Adjourn

NOTICE

The City of Kingsville and Commission Chambers is wheelchair accessible and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours prior to this meeting. Please contact the City of Kingsville's Tourism Office at (361) 592-8516 or E-Mail cwomack@cityofkingsville.com for further information.

I, the undersigned authority do hereby certify that the Notice of Meeting was posted on the bulletin board in the City Hall, 400 W. King, of the City of Kingsville, Texas a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time:

January 22, 2026 at 12:00pm and remained posted continuously for at least 72 hours proceeding the schedule time of said meeting.

/s/ Connie Womack

Connie Womack, Tourism Services Director
City of Kingsville, Texas