



# TOWN COUNCIL REGULAR MEETING

Wednesday, May 15, 2024 at 6:00 PM  
Fulton Council Chambers, 201 N. 7th Street

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## AGENDA

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### CALL TO ORDER

### PLEDGE OF ALLEGIANCE – U.S. Flag and Texas Flag

### OBSERVE A MOMENT OF SILENCE/PRAAYER

### CITIZENS TO BE HEARD (PUBLIC FORUM)

*Public participation is valued and at this time, comments limited to three (3) minutes will be taken from persons who have signed the Speaker's Card located on the table inside the Council Chambers and delivered to the City Secretary before the meeting begins. Written comments received by submission to the City Secretary in person or emailed to [citysec@fultontexas.org](mailto:citysec@fultontexas.org) by 3:00 p.m. on the day of the meeting, on any subject matter that is not on the agenda, will be read and summarized in the minutes of the meeting. Persons wishing to address the Council and who have registered using the Speaker's Card will have up to three (3) minutes to speak. In accordance with the Open Meetings Act, Council may not discuss or take action on any item that has not been posted on the agenda. While civil public criticism is not prohibited; disorderly conduct or disturbance of the peace as prohibited by law shall be cause for the chair to terminate the offender's time to speak.*

### SWEARING IN ELECTED/APPOINTED COUNCIL MEMBERS

1. Swear in Elected/Appointed Officials: Kelli Cole, Mayor; Robert Loflin, Place 1; and Laura McCorkle, Place 5.

### CONSENT AGENDA

*All consent agenda items listed are considered to be routine by the Town Council and will be enacted by one motion. There will be no separate discussion of these items unless a council Member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.*

2. Discuss/Approve/Disapprove minutes of the Regular meeting held on April 17, 2024.
3. Discuss/Approve/Disapprove the March 2024 financials.
4. Discuss/Approve/Disapprove Mayor Cole's April credit card statement.

### ITEMS FOR CONSIDERATION

5. Receive a report from Alyssa Massingill, Tourism and Events Coordinator, of the quarterly expenditures and activity for the HOT funds for the Rockport-Fulton Chamber of Commerce.

## **CLOSED SESSION**

*The Town Council may elect to go into closed session pursuant to Chapter 551, Government Code on any Agenda item where appropriate and particularly Sections 551.071 (consultation with attorney) and 551.074 (personnel matters), Government Code.*

## **OPEN SESSION**

*Discuss/Approve/Disapprove any and all action necessary with regard to the preceding matter(s).*

## **ANNOUNCEMENTS**

6. Mayor's Update.
7. The next Regular Fulton Town Council Meeting will be held Wednesday, June 5, 2024, beginning at 6:00 pm.

**EXECUTIVE SESSION - PUBLIC NOTICE** *is given that the Town Council may elect to go into executive session at any time during the meeting in order to discuss any matters listed on the agenda when authorized by the Open Meetings Act, Chapter 551, Texas Government Code. If the Council elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the Mayor. The Council may deliberate and take action in open session on any issue that may be discussed in executive session.*

## **ADJOURNMENT**

## **NOTICE**

*This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at 361/729-5533 or by email at citysec@fultontexas.org for further information. Braille Is Not Available. The Town of Fulton reserves the right to convene into Closed Session under Government Code 551.071-551.074 and 551-086.*

## **CERTIFICATION**

*I certify that the above notice of meeting was posted at Town Hall, 201 N. Seventh Street, Fulton, Texas, on Friday, May 10, 2024, at 4:00 p.m., and at the U.S. Post Office located at 301 Cactus Street, Fulton, Texas. I further certify that the following News Media were properly notified of this meeting as stated above: The Rockport Pilot.*

**/S/ Stephanie Garcia, City Secretary**



## TOWN COUNCIL REGULAR MEETING

Wednesday, April 17, 2024 at 6:00 PM  
Fulton Council Chambers, 201 N. 7th Street

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### MINUTES

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#### CALL TO ORDER

##### PRESENT

Mayor Kelli Cole  
Mayor Pro Tem Robert Loflin  
Place 4 Margo Nielsen  
Place 5 Laura McCorkle

##### ABSENT

Place 2 Chris Garis Place  
Place 3 MaryAnn Pahmiyer

##### STAFF PRESENT

Stephanie Garcia, City Secretary  
Alyssa Hendricks, Administrative Assistant  
Steven Robertson, Comptroller  
Matt Olenick, Director of Operations  
Ty Gerstenberger, Police Chief  
Robert Brake, Police Officer  
Hal George, Town's Attorney

Mayor Cole called the meeting to order at 6:02 p.m.

#### PLEDGE OF ALLEGIANCE – U.S. Flag and Texas Flag

Mayor Cole led everyone in the pledges.

#### OBSERVE A MOMENT OF SILENCE/PRAAYER

Mayor Cole led everyone in a moment of silence.

#### CITIZENS TO BE HEARD (PUBLIC FORUM)

*Public participation is valued and at this time, comments limited to three (3) minutes will be taken from persons who have signed the Speaker's Card located on the table inside the Council Chambers and delivered to the City Secretary before the meeting begins. Written comments received by submission to the City Secretary in person or emailed to [citysec@fultontexas.org](mailto:citysec@fultontexas.org) by 3:00 p.m. on the day of the meeting, on any subject matter that is not on the agenda, will be read and summarized in the minutes of the meeting. Persons wishing to address the Council and who have registered using the Speaker's Card will have up to three (3) minutes to speak. In accordance with the Open Meetings Act, Council may not*

*discuss or take action on any item that has not been posted on the agenda. While civil public criticism is not prohibited; disorderly conduct or disturbance of the peace as prohibited by law shall be cause for the chair to terminate the offender's time to speak.*

Patrick Kane: Mr. Kane introduced himself and thanked Matt Olenick and the team for their work on the large street and drainage project. He informed the Council that he would like to speak on the budget and planning and zoning items. Mr. Patrick reviewed his thoughts on the increases in the budget items. Mr. Kane also discussed his concerns with dissolving the planning and zoning commission.

Mary Clare Kane: Mrs. Kane also discussed her concerns regarding dissolving the planning and zoning commission.

Rebecca Johnson: Mrs. Johnson introduced herself as the chairman of the planning and zoning commission and discussed the willingness of the members to continue to serve. She discussed her concerns and overviews of the process of the planning and zoning transactions. Mrs. Johnson asked that the item be reconsidered.

Jeff Hutt: Mr. Hutt introduced himself and indicated that he agreed with the opinions of the citizens heard before him. He further discussed his concerns and ideas.

Gwen Wendell: Ms. Wendell introduced herself and addressed the Council regarding the planning and zoning commission. She is one of the newest members of the commission. Ms. Wendell also discussed her concerns with dissolving the commission.

## CONSENT AGENDA

*All consent agenda items listed are considered to be routine by the Town Council and will be enacted by one motion. There will be no separate discussion of these items unless a council Member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.*

1. **Discuss/Approve/Disapprove** minutes of the Regular Meeting held on March 20, 2024.
2. **Discuss/Approve/Disapprove** the February 2024 financials.
3. **Discuss/Approve/Disapprove** Mayor Cole's March credit card statement.

Motion made by Place 5 McCorkle, Seconded by Mayor Pro Tem Loflin to approve the Consent Agenda items as presented.

Voting Yea: Mayor Pro Tem Loflin, Place 4 Nielsen, Place 5 McCorkle

## ITEMS FOR CONSIDERATION

4. **Discuss/Approve/Disapprove** Ordinance No. 319 Amending Ordinance No. 314 Adopting the 2023-2024 Budget in several funds in accordance with the attached exhibit.  
Mayor Cole read the item and informed the Council that last year we adopted the no new revenue tax rate ("NNR") and the over 65 exemption, sometimes called the tax freeze, and explained the process. Mayor Cole called on Steven Robertson, the Town's Comptroller, to discuss the same. Mr. Robertson gave an overview of how the tax freeze affects the NNR for the Town and the citizens. He also stated that Mayor Cole intends to propose the NNR again

for the next year. Mr. Robertson discussed what that additional income would be used for, mainly being items that the Town has struggled to implement in the past. Chief Gerstenberger informed the Council that the upgrades to the software for the police department were also mandated by the State, and that our police department is working with the Rockport police department to keep our costs down. Alderwoman Neilson asked Mr. Robertson about the wage increase that Mr. Kane mentioned. Mr. Robertson explained that there was not a wage increase it was the salary of the new bookkeeper being moved to the general fund.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to approve Ordinance No. 319 Amending Ordinance No. 314 Adopting the 2023-2024 Budget in several funds in accordance with the attached exhibit.

Voting Yea: Mayor Pro Tem Loflin, Place 4 Nielsen, Place 5 McCorkle

5. **Discuss/Approve/Disapprove** a joint resolution of Aransas County, Texas, the Town of Fulton, Texas, the City of Aransas Pass, Texas, the Aransas County Navigation District, and the City of Rockport, Texas, creating the Stormwater Management Technical Committee; providing an effective date; and finding and determining that the meeting at which this resolution is passed is open to the public as required by law.

Mayor Cole read the item and informed the Council that this resolution will join the Town with the other local entities to help oversee the stormwater and drainage in the cities and the county. Matt Olenick, Director of Operations, attended the meeting and stated he feels it is a good idea. This will ensure that all entities follow the same rules and keep everyone on the same page and requirements.

Motion made by Place 5 McCorkle, Seconded by Place 4 Nielsen the joint resolution of Aransas County, Texas, the Town of Fulton, Texas, the City of Aransas Pass, Texas, the Aransas County Navigation District, and the City of Rockport, Texas, creating the Stormwater Management Technical Committee; providing an effective date; and finding and determining that the meeting at which this resolution is passed is open to the public as required by law.

Voting Yea: Mayor Pro Tem Loflin, Place 4 Nielsen, Place 5 McCorkle

6. **Discuss/Approve/Disapprove** Ordinance No. 320 enacting new speed limits for the streets and alleys that are not an officially designated or marked highway or road of the state highway system; repealing ordinances in conflict; providing for severance; providing a penalty; and providing for publication.

Mayor Cole read the item and informed the Council of the necessity for the ordinance regarding making the speed limit on the Town of Fulton streets all the same.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to approve Ordinance No. 320 enacting new speed limits for the streets and alleys that are not an officially designated or marked highway or road of the state highway system; repealing ordinances in conflict; providing for severance; providing a penalty; and providing for publication.

Voting Yea: Mayor Pro Tem Loflin, Place 4 Nielsen, Place 5 McCorkle

- 7. Discuss/Approve/Disapprove** Ordinance No. 321 an Ordinance Repealing Ordinance No. 248, Providing for Town Council to Act as Planning and Zoning Commission and Board of Adjustment; Substituting Town Council for Planning and Zoning Commission in any Ordinance or Code Provision; Validating All Actions Heretofore Taken; Repealing Ordinances in Conflict; Providing for Severance; Providing a Penalty; and Providing for Publication.

Mayor Cole read the item and began the discussion by informing the Council that on an average since the inception of the commission in 2012 there has been one meeting per year. She also stated that dissolving the commission does not eliminate the citizens being able to speak, there will continue be a public hearing wherein the citizens may voice their opinions, then the council will act on the decision. Mayor Cole noted that the planning and zoning commission makes their recommendation; however, the Council has the final decision. Hal George, the Town's attorney, also discussed the statements of the citizens and his opinion regarding the planning and zoning commission and council decisions. Alderwoman Neilson stated that she agrees with the citizens regarding additional public input.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 4 Nielsen to postpone Ordinance No. 321 an Ordinance Repealing Ordinance No. 248, Providing for Town Council to Act as Planning and Zoning Commission and Board of Adjustment; Substituting Town Council for Planning and Zoning Commission in any Ordinance or Code Provision; Validating All Actions Heretofore Taken; Repealing Ordinances in Conflict; Providing for Severance; Providing a Penalty; and Providing for Publication.

Voting Yea: Mayor Pro Tem Loflin, Place 4 Nielsen, Place 5 McCorkle

## **CLOSED SESSION**

*The Town Council may elect to go into closed session pursuant to Chapter 551, Government Code on any Agenda item where appropriate and particularly Sections 551.071 (consultation with attorney) and 551.074 (personnel matters), Government Code.*

Council did not convene into Closed Session.

## **OPEN SESSION**

*Discuss/Approve/Disapprove any and all action necessary with regard to the preceding matter(s).*

## **ANNOUNCEMENTS**

8. Mayor's Update.

Maintenance – Mayor Cole informed the Council that the asphaltting has begun and the contractors are working into the evenings. Matt Olenick stated that without unforeseen delays the project should be wrapped up by the end of April. Mr. Olenick also noted that the work on the east side of Prairie Street is not related to the large project and will be finalized in the coming weeks.

Playground – Mayor Cole informed the Council that the repair process has begun. The Town's maintenance team will be removing the damaged rusted parts.

Police Department – Chief Gerstenberger introduced Officer Robert Brake. Officer Brake addressed the Council and thanked them for having him.

- 9. The next Regular Fulton Town Council Meeting will be held Wednesday, May 1, 2024, beginning at 6:00 pm.

Mayor Cole announced the next meeting date and time.

**ADJOURNMENT**

There being no further business, Mayor Cole entertained a motion to adjourn.

Motion made by Mayor Pro Tem Loflin, Seconded by Place 5 McCorkle to adjourn the meeting.

Voting Yea: Mayor Pro Tem Loflin, Place 4 Nielsen, Place 5 McCorkle

The meeting was adjourned at 6:35 p.m.

\_\_\_\_\_  
Kelli Cole, Mayor

\_\_\_\_\_  
Stephanie Garcia, City Secretary

Name: KELLI COLE Month: APRIL 2024 STATEMENT

Date of Transaction	Name of Business	Amount	Account #	Comments
4/12/2024	Teex Ecommerce	\$240.00	6530	Hurricane Conference



Town of Fulton  
Credit Card Transaction Log COMMERCE/FROST BANK

SIGNATURE:  
KELLI COLE, MAYOR *Kelli Cole*

APPROVED BY COUNCIL:  
*Kelli Cole*  
DATE: *4/22/2024*



GFS30

# Confirmation

Date: 04/11/2024  
Trace Number: TC1712835720707

## Participant Information

Class Name / Class ID: Coastal Bend Hurricane Confer. / FP-ARE140-6  
May 1 - 2, 2024 / Class Start Time: 8:00 AM CST (Class Fee = \$40.00)  
Richard M. Borchard Fairground  
1213 Terry Shamsie Blvd.  
Robstown, Texas 78380

TEEX ID: 2220274 / Kelli Cole  
Payment, Receipt #: 621177-01 \$40.00

Class Name / Class ID: Coastal Bend Hurricane Confer. / FP-ARE140-6  
May 1 - 2, 2024 / Class Start Time: 8:00 AM CST (Class Fee = \$40.00)  
Richard M. Borchard Fairground  
1213 Terry Shamsie Blvd.  
Robstown, Texas 78380

TEEX ID: 2220275 / Stephanie Garcia  
Payment, Receipt #: 621177-01 \$40.00

Class Name / Class ID: Coastal Bend Hurricane Confer. / FP-ARE140-6  
May 1 - 2, 2024 / Class Start Time: 8:00 AM CST (Class Fee = \$40.00)  
Richard M. Borchard Fairground

1213 Terry Shamsie Blvd.  
Robstown, Texas 78380

Item 4.

TEEX ID: 2220276 / Matthew Olenick  
Payment, Receipt #: 621177-01 \$40.00

Class Name / Class ID: Coastal Bend Hurricane Confer. / FP-ARE140-6  
May 1 - 2, 2024 / Class Start Time: 8:00 AM CST (Class Fee = \$40.00)  
Richard M. Borchard Fairground  
1213 Terry Shamsie Blvd.  
Robstown, Texas 78380

TEEX ID: 2220277 / Johnny Davis  
Payment, Receipt #: 621177-01 \$40.00

Class Name / Class ID: Coastal Bend Hurricane Confer. / FP-ARE140-6  
May 1 - 2, 2024 / Class Start Time: 8:00 AM CST (Class Fee = \$40.00)  
Richard M. Borchard Fairground  
1213 Terry Shamsie Blvd.  
Robstown, Texas 78380

TEEX ID: 2220278 / Jonathon Gerstenberger  
Payment, Receipt #: 621177-01 \$40.00

Class Name / Class ID: Coastal Bend Hurricane Confer. / FP-ARE140-6  
May 1 - 2, 2024 / Class Start Time: 8:00 AM CST (Class Fee = \$40.00)  
Richard M. Borchard Fairground  
1213 Terry Shamsie Blvd.  
Robstown, Texas 78380

TEEX ID: 2220279 / Robert Brake  
Payment, Receipt #: 621177-01 \$40.00

**Total Payment:** \$240.00  
**Balance Due:** \$0.00

## Cost \$40.00

If you have questions regarding this registration, please call (979) 500-6811 or email [dallas.renfrew@teex.tamu.edu](mailto:dallas.renfrew@teex.tamu.edu).

In the event TEEX cancels a class, all participants will be notified.

This course requires the participant to provide a photo identification on the first day of class. See the [Participant Handbook](#) [<https://teex.org/wp-content/uploads/TEEX-Participant-Handbook.pdf>] for approved forms of identification and additional guidelines.

[Participant Policies](#) [<https://teex.org/policies>] including, but not limited to, Transfer, Cancellation, and Release of Liability.

Rockport-Fulton Area Chamber of Commerce, Inc.  
 Fulton Hotel Tax Account  
 October 1, 2023 through  
 September 30, 2024  
**EXHIBIT "B"**

**HOT FUNDING EXPENSE REPORT 2023-2024**

Description of Expense	Approved Budget	1st Quarter Expenses	2nd Quarter Expenses	3rd Quarter Expenses	4th Quarter Expenses	Total	Number of Heads In Beds
Accounting Fees	1,500.00	-	-	-	-	-	-
Advertising and promotion	36,826.00	-	11,500.00	-	-	11,500.00	-
Bank & Card Fees	-	48.50	30.00	-	-	78.50	-
Conference Fees	-	-	-	-	-	-	-
Contract Services	3,324.00	-	-	-	-	-	-
Event funding assistance	-	-	-	-	-	-	-
Dues and Subscriptions	-	-	-	-	-	-	-
Equipment lease and maintenance	-	-	-	-	-	-	-
Food, beverages and meals	800.00	-	-	-	-	-	-
Maintenance and repairs	-	-	-	-	-	-	-
Mileage and travel	1,200.00	-	-	-	-	-	-
Postage and freight	-	-	-	-	-	-	-
Printing and publication	-	-	-	-	-	-	-
Prizes, gifts and awards	-	-	-	-	-	-	-
Rentals and fees	-	-	200.00	-	-	200.00	-
Supplies	-	-	1,327.13	-	-	1,327.13	-
Tax and license	-	-	-	-	-	-	-
Telephone	-	-	-	-	-	-	-
Telephone Internet Service	-	-	-	-	-	-	-
Utilities	-	-	-	-	-	-	-
Interest	-	-	-	-	-	-	-
Web site maintenance	-	-	-	-	-	-	-
Administrative services reimbursement	22,850.00	-	11,600.33	-	-	11,600.33	-
Inter-Fund Support	-	-	-	-	-	-	-
<b>TOTAL REQUESTED</b>	<b>66,500.00</b>	<b>48.50</b>	<b>24,657.46</b>	<b>-</b>	<b>-</b>	<b>24,705.96</b>	<b>617,012.00</b>
Description of Administrative Expenses	Current Fiscal Year Administrative Expenses	Fiscal Year Administrative Actual	Percentage of Fiscal Year				
Administrative services reimbursement	22,850.00	11,600.33	50.77%				
Totals	22,850.00	11,600.33	50.77%				



**Quarterly Report on the Use of HOT Funds  
1st Quarter – January-March 2024**

# Billboard Ad Campaign Item 5.

Market	Media Type	Unit #	Creative	Contract Dates	Install Date
Austin	10'6 x 36' Bulletin	63512		3/25/24 - 9/8/24	3/14/24
Corpus Christi	10' x 32' Bulletin	392		3/25/24 - 8/25/24	3/25/24
Dallas/Ft. Worth	14' x 48' Bulletin	3873		3/25/24 - 9/8/24	3/18/24
Houston	10' x 40' Bulletin	12806		3/25/24 - 9/8/24	3/27/24
Houston	14' x 48' Bulletin	12013		3/25/24 - 9/8/24	3/20/24
San Antonio	14' x 48' Bulletin	10070		4/29/24 - 8/18/24	pending





## Highlights of January, February & March 2024

Item 5.

- **Aransas Pathways Committee** – This committee meets monthly. Chair and Vice-Chair was appointed. Rich Conoll as Chair and Pam Stranahan as Vice-Chair. Discussed the development of county-wide trails according to the original Pathways plan, while also focusing on maintenance and improvement efforts such as applying recycled asphalt to surfaces and aiming for increased handicap accessibility. Marketing efforts include collaboration with the Rockport Cultural Arts District to promote through QR codes and videos, as well as plans to host races around Rockport-Fulton area with the Texas Volkssport Association (TVA) coming in November. There is coordination for a commemorative plaque dedication and tree planting ceremony for Tom Callan at the Linda Castro site.
- **Attractions Committee**- This committee now meets quarterly. Next meeting will be held May 9, 2024. This committee is made up of attraction managers and local event organizers who meet to share the next upcoming months events in Rockport-Fulton. A digital calendar is e-blasted to over 70,000 subscribers. Annual events are sent out monthly to all regional media and posted on regional and statewide tourism websites, and publications. Local events are promoted on Social Media. Events are posted in the Chamber Visitor Center lobby and picked up daily by visiting travelers.
- **Marketing and Promotion** - Annual and local events forwarded to local and regional media monthly. Actively updating events on websites including: Texas Tropical Trail, FestivalNet.com, and Texas Highways. Ad updates and placement in the Rockport Pilot Visitors Guide.
- **Social Media/Rockport-Fulton.Org-Local Events Promoting:** The Chamber promoted on its website and the VisitRockport-Fulton Facebook page the following events that had potential to draw visitors to the community: Songwriters of the Coastal Bend hosted by Rockport Little Theatre, La Mardi Gras, Rockport Clay Expo, Chocolate Crawl, Texas Maritime Museum Lecture Series, Oysterfest, Rockport Crawfish Cook-Off and Tasting, Rockport Center of the Arts, Taste of Rockport, Austin Street Art Walk, Second Saturday, Markers Market, Downtown Farmer’s Market, and the Rockport-Fulton Market days.

# Highlights of January, February & March - Continued

Item 5.

- **Goodie Bags-** The Chamber prepared over 440 bags filled with information about Rockport-Fulton for Red Cross, Rockport-Fulton Book Festival, and a wedding, Fulton Oaks Park.
- In an effort to promote business in local restaurants, each month a location is “mobbed” during lunch, known as a **Meal Mob**. This program is promoted on Facebook both locally and regionally. Featured this quarter were Blackbeard’s, Fulton Irish Pub, and Wild Prawn.
- The Chamber partnered with the Aransas County Historical Society and Historical Commission, the History Center for Aransas County and the Cultural Arts District to submit an application to the Texas Historical Commission to host the **Smithsonian Institution Traveling Exhibit**, and Rockport was one of seven communities approved to host the exhibit in 2025. This group is working with the Texas Historical Commission, local and regional partners to begin the process of formulating a plan to host this prestigious exhibit while having the unique opportunity to showcase the history and culture of Rockport-Fulton and surrounding communities. Partnerships we are talking with as of now are Port Aransas, Galveston, Refugio, Taft, Beeville, Goliad, and Palacios.
- We are actively collaborating with the Center for the Arts and various local venues to maximize the impact of our investments in Rockport-Fulton. Through strategic partnerships and event hosting initiatives, we aim to drive foot traffic and foster vibrant cultural experiences in key areas of Rockport-Fulton, thereby enhancing community engagement and economic vitality.



## Highlights of January, February & March - Continued

- **Short Term Rental Council-** The committee, consisting of management companies, vacation rentals, and Airbnb's, convenes monthly to address issues related to short-term rentals (STRs). In their January 17th meeting, Rockport City Manager Vanessa Shrauner provided an update on the status of the Short Term Rental City Ordinances. The February 15th meeting offered a recap of January's presentation and opened discussions on the council's future direction. Following the approval of the ordinances by the Rockport City Council on February 27, 2024, the STR Council plans to engage with Aransas County and the Town of Fulton to ensure ordinance consistency for STR owners. The meeting on March 20, 2024, where the newly passed STR Ordinance was reviewed.
- **RV Council-** The Winter Texan Appreciation Day's event on January 24th, despite rainy weather, attracted 908 Winter Texans to the Fulton Convention Center to explore local businesses and attractions. To ease congestion, nearby RV Parks and businesses hosted additional activities. Drifters RV Resort saw 150 visitors for food and music, and The Lighthouse Inn at Aransas Bay welcomed 200 with a shrimp boil and games. Some parks like Quilly's Big Fish, Breezy Days, and Bayview RV Resort reported minimal attendance but are willing to participate next year, attributing low turnout to the weather. The February RV Council meeting on the 14th featured a lunch hosted by United Power Group, focusing on energy.
- **Tourism Development Council** – The council had their annual workshop late March at which they went over the 2023-2024 marketing plan from Deb Prost, a legislative update from the Texas Hotel and Lodging Association, and 2023-2024 media with Helen Thompson Media. A Photo Contest was held seeking fresh new photographs to be used in web based and print publications as well as large billboard advertising to market Rockport-Fulton. We have received a remarkable array of submissions. Our team is diligently reviewing each submission to identify the most exceptional entries that represent Rockport-Fulton the best.



# Chamber Digital Ad Performance

Item 5.

The Chamber digital advertising campaign achieved upwards to 10 million impressions:

- Nearly 800,000 target market representatives saw a Rockport-Fulton Ad (Estimated)
- Almost 100,000 clicks on the ads thus going to the Rockport-Fulton website.

Below are sample CTRs for the three ads that ran through 2023.  
The CTRs ranged and averaged



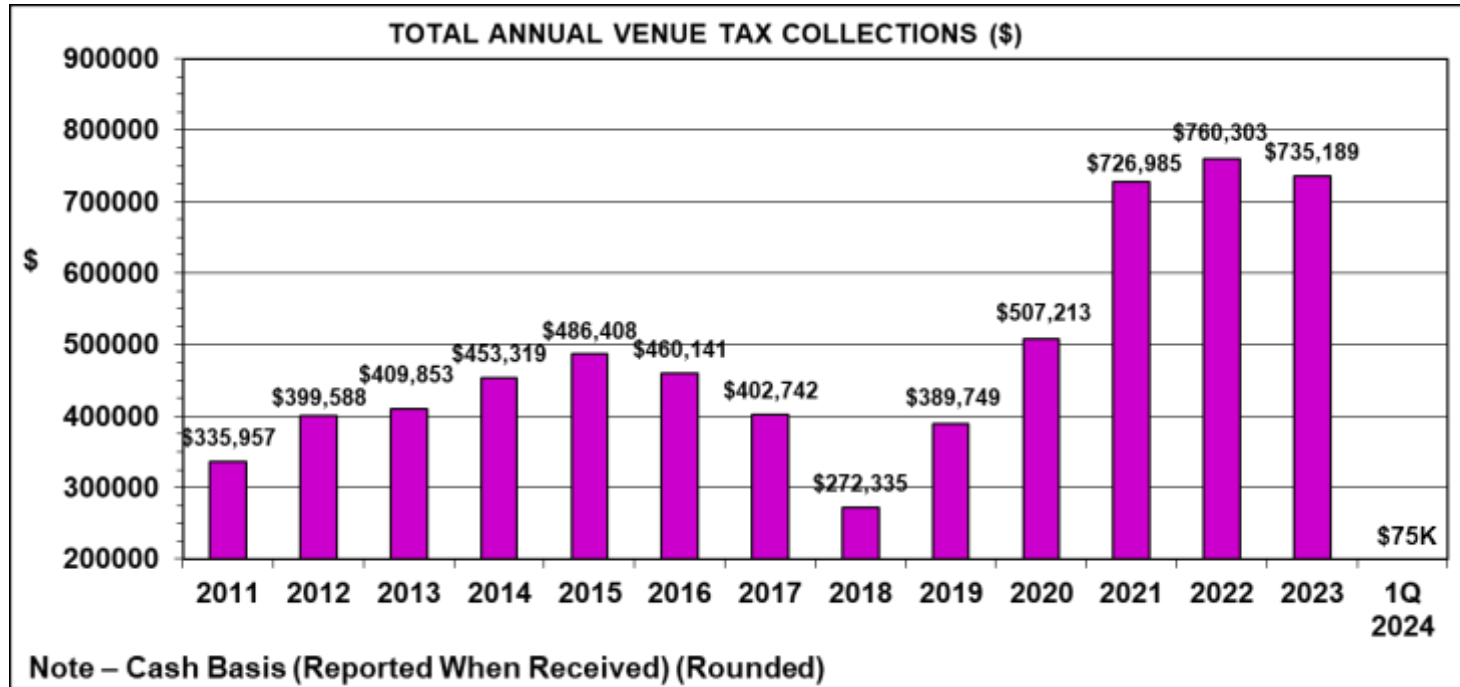
The image displays three sample digital advertisements for Rockport-Fulton, each with a 300x250 pixel size and a specific Click-Through Rate (CTR). Each ad features a circular seal with the text '2023 Chamber Digital Advertising Campaign' and the Rockport-Fulton logo.

- Ad 1:** Features a person fishing in a boat on a sunset. Text: "The best time to fish is as soon as you can get here." CTR: 6.67.
- Ad 2:** Features a family (two adults and a child) on a beach. Text: "Families have been known to get along here." CTR: 9.45.
- Ad 3:** Features a plate of seafood. Text: "Straight from the bay right to your plate." CTR: 9.37.

# ARANSAS COUNTY ANNUAL VENUE TAX COLLECTIONS (\$)

Item 5.

- At \$760,303 for all of 2022, the Venue Tax was up about 4.5% over the banner year of 2021, which showed a 43% increase over 2020.
- First quarter 2024 is up 5% versus 2023.

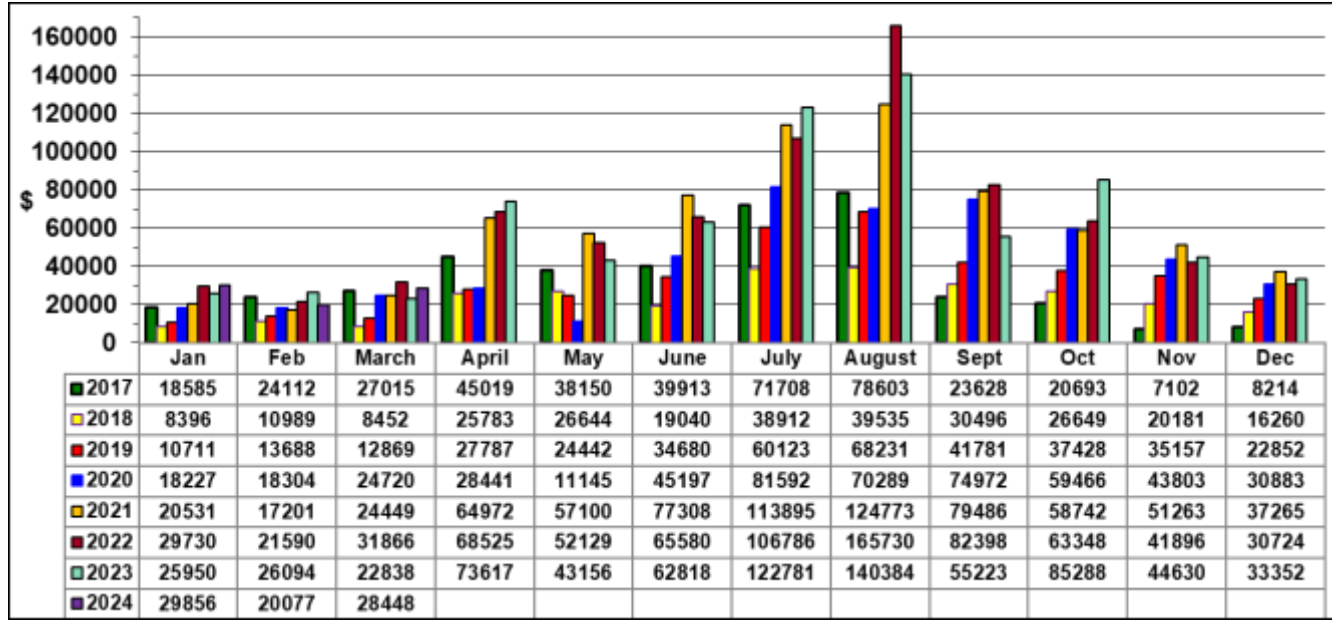


SOURCE: Aransas County Treasurer Data

# Aransas County Venue Tax Collections (\$) By Month From 2017 Forward.

Item 5.

- Two out of the first three months of 2024 have exceeded collections vs. 2023., and Jan recorded the highest month ever.
- First quarter 2024 data is up 5% versus 2023, demonstrating a good start to 2024.



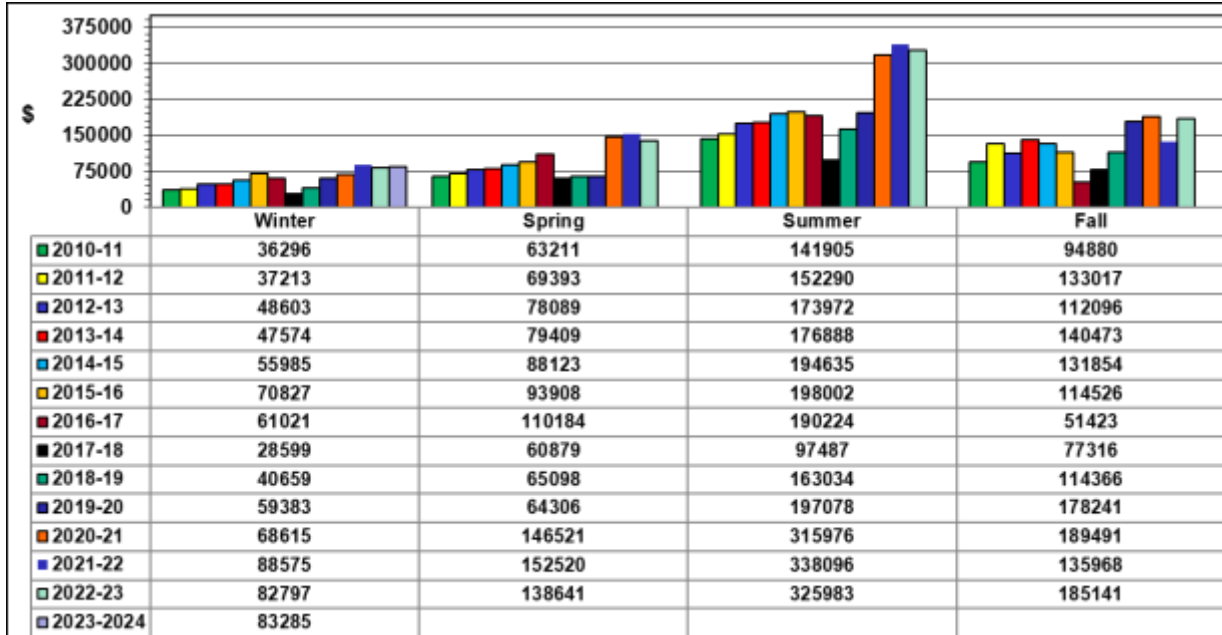
SOURCE: Aransas County Treasurer (Rounded Data)

# Aransas County Venue Tax Revenue By Season

(Source: Aransas County)

Item 5.

- When the Venue Tax data is aggregated by tourism seasons, there is linear seasonal growth over time – very significantly in Summer, significantly in Spring, and more gradual in Winter and Fall
- Winter 2023-2024 exceeded the previous season; and is less than the banner 2021-2022 Winter.



Winter = December – January – February  
 Spring = March – April - May

Summer = June – July – August  
 Fall = September – October – November

Attendance Data Sheet	Jan-24	Feb-24	Mar-24	1st QTR
<b>Visitor Data Distribution</b>				
Outside of 70 miles *	93.04%	94.17%	95.69%	94.30%
Local **	6.96%	5.83%	4.31%	5.70%
Total	100.00%	100.00%	100.00%	100.00%
<b>70+ Miles / Metro Areas</b>				
Austin	2.84%	0.51%	9.80%	4.38%
Dallas / Ft. Worth	0.52%	0.51%	3.92%	1.65%
Houston	0.52%	3.04%	1.57%	1.71%
San Antonio	3.87%	1.52%	8.63%	4.67%
Total major metro areas	7.75%	5.58%	23.92%	12.41%
Tourism from outside of Texas	76.80%	78.99%	49.80%	68.53%
Rural tourism beyond 70 miles	0.77%	0.51%	0.78%	0.68%
Total tourism from beyond 70 miles	85.32%	85.08%	74.50%	84.62%
<b>**Local Visitors &lt; 70 Miles</b>				
Rockport and Fulton	6.19%	4.81%	3.14%	4.71%
Corpus Christi	0.00%	0.51%	0.00%	0.17%
Victoria	0.00%	0.00%	0.39%	0.13%
Rural Areas	0.77%	0.51%	0.78%	0.68%
Total	6.96%	5.83%	4.31%	5.69%

Item 5.

# Visitor Sign-In Log at the Rockport-Fulton Visitor Center



# MODEL USING # OF HOTEL ROOMS AS BASE – 4Q 2023

Item 5.

## Base = Rockport - Fulton # of Hotel Rooms 4Q 2023

There was an estimated 617,012 “heads in beds” in Q1 2024 for tourism in the Rockport-Fulton area:

Base = Rockport - Fulton # of Hotel Rooms	1Q 2024
1. Number of Hotel Rooms in Rockport - Fulton (Source: Texas Comptroller)	2152
2. Number of Nights in 1Q 2024 (Jan - March)	91
3. Available Room Nights to Sell in Rockport - Fulton (1 * 2)	195,832
4. Rockport - Fulton Hotel Occupancy (Estimated by Source Strategies)	54.70%
5. Rockport - Fulton Rooms Nights Sold (3 * 4)	107,120
6. Number of Visitors in Each Room (Size of Party Assumption)	1.8
7. Number of Rockport - Fulton Hotel-based Visitors (5 * 6)	192,816
8. Average Number of Nights Spent in Rockport - Fulton (Assumption)	3.2
9. Number of "Heads in Beds" Rockport - Fulton (7 * 8)	617,012

### ASSUMPTIONS FOR THE MODEL:

- Just over 2000 saleable rooms
- Occupancy rate for R-F is about 55%
- Size of travel party averages about 1.8
- Length of stay averaged about 3.2 nights



# Thank you!

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