REGULAR MEETING of the TOURISM COMMISSION
WEDNESDAY, September 9, 2026, AT 2:30 P.M.
CITY HALL, COUNCIL CHAMBERS ROOM 1001
300 W. 2ND STREET
AUSTIN, TEXAS

Some members of the Tourism Commission may be participating by videoconference. The meeting may be viewed online at: http://www.austintexas.gov/page/watch-atxn-live

Public comment will be allowed in-person or remotely via telephone. Speakers may only register to speak on an item once either in-person or remotely and will be allowed up to three minutes to provide their comments. Registration no later than noon the day before the meeting is required for remote participation by telephone. To register to speak remotely, contact April Thedford, (512) 404-4054 or april.thedford@austintexas.gov

CURRENT COMMISSIONERS:

Ed Bailey, Chair, District 5
Greg Chanon, District 2
Francisco "Cisco" Gamez, District 1
Stefani Mathis, District 8
Maxwell "Max" Pearce, District 7
Catherine Whited, District 9
Cristina Masters, Vice Chair, District 10
Bishop Chappell, District 6
Sophia Gonzalez, District 4
Anna Panossian, Mayoral
Dani Pruitt, District 3

AGENDA

CALL TO ORDER

PUBLIC COMMUNICATION: GENERAL

The first 10 speakers signed up prior to the meeting being called to order will each be allowed a three-minute allotment to address their concerns regarding items not posted on the agenda.

APPROVAL OF MINUTES

1. Approve the minutes of the Tourism Commission Regular Meeting on July 8, 2026.

DISCUSSION ITEMS

2. Presentation by SXSW regarding SXSW's Economic Impact, Opportunities and Challenges related to the Convention Center construction, insights into SXSW Global Expansion, and Media Acquisition Benefits. Presentation by Peter Lewis, Chief Commercial Officer.

3. Presentation by Circuit of the Americas regarding COTA's Economic and Visitor Impact, and Expansion Opportunities. Presentation by John Villarreal, Director of Government Relations.

WORKING GROUP UPDATE

4. Update from Hotel Occupancy Tax (H.O.T.) Grant Programs Working Group**.**

FUTURE AGENDA ITEMS

ADJOURNMENT

The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. For assistance, please contact the Liaison or TTY users' route through 711. A person may request language access accommodation no later than 48 hours before the scheduled meeting. Please call or email **April Thedford** at **Austin Convention Center**, at (512) 404-4054 or **april.thedford@austintexas.gov** to request service or for additional information.

For more information on the **Tourism Commission** please contact **April Thedford** at (512) 404-4054 or **april.thedford@austintexas.gov.**

The next Tourism Commission meeting will be on October 14, 2026.