



Agenda Item Request Form

BURNET COUNTY COMMISSIONER'S COURT

Meetings – 9:00am – 1st through 4th Tuesday of Every Month

**NO ITEM WILL BE ON AN AGENDA
WITHOUT PRIOR APPROVAL BY A MEMBER OF COMMISSIONER'S COURT**

All **Contracts** must be approved by County Auditor's
And County Attorney's office prior to being on the Agenda

Agenda items and supporting documents are due to Court Coordinator's Office (Rm. 201) no later than noon on Thursday prior to the meeting date requested.

Ph: 512-715-5276 Fax: 512-715-5217 email: comcrt@burnetcountytxas.org

Presenters are to limit presentation time to no more than 5 minutes.

Today's Date: 03/05/2025

Requested by: Burnet County Tourism

Commissioners Court Date: 03/11/2025

AGENDA ITEM: Discussion/Action regarding the Contract between The 1 Community and Burnet County Tourism in an amount not to exceed \$1,500.00 per month for March 2025 – August 2025.

Commissioner Pct. 1 Luther

Commissioner Pct. 2 Beirele

Commissioner Pct. 3 Collier

Commissioner Pct. 4 Dockery

Burnet County Tourism Contract

Attn: Blair Manning- Tourism & Marketing Director of Burnet County

Proposed by:

The 1 Community- Brian Stevens, Jacob Aston

Project Summary

Establish foundation/framework of photo, video, drone and social media mediums within adventure categories/destinations in Burnet County driving more heads in beds through “*Find your Adventure*” strategy.

Project Scope

“*Find your Adventure*” strategy= More heads in beds

- Timeline: **March-August 2025**
- Rate: **\$1,500.00 per month**
- **Content Deliverables (website, social media + ad formatting)**
 - Evergreen per month
 - Photos= 30-40
 - Production Videos= 8-10
 - Aerial/drone= 6-10
- **Project Management Deliverables**
 - Initial/1x Social Media Management audit
 - Initial/1x Website audit/framework
 - Create flowchart of products/categories
 - Tiered approach month over month, creating “*Find your Adventure*” interface
 - Manage and/or screen potential outside contributors
 - Influencers
 - Creators
 - Media
 - Community leaders (applicable to targeted categories)
 - Identify grant/bond opportunities to support efforts (if/when applicable)

Adventure Categories in Project Scope

- Boating
- Wake boarding, surfing + water skiing
- Paddle sports
 - Kayaking
 - SUP
- Fishing
- Trail running
- Hiking
- Cycling
 - Mountain Biking
 - Gravel
 - Road
- Power sports
 - Off-roading/wheeling
 - Adventure Moto
- Shooting sports
- Leisure
 - Wineries
 - Breweries
 - Distilleries
 - Local bites

Date:

By: _____

The 1 Community

Date:

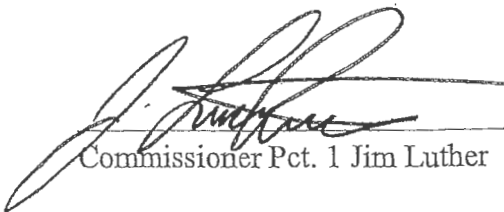
By: THP

Burnet County

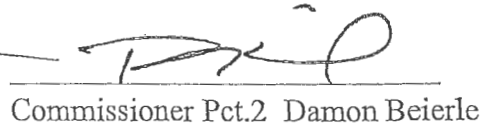
BURNET COUNTY COMMISSIONERS COURT ORDER AUTHORIZING BURNET
COUNTY COMMISSIONER DAMON BEIERLE TO PERFORM ACTIONS ON BEHALF OF
THE BURNET COUNTY COMMISSIONERS COURT DUE TO THE VACANCY OF THE
COUNTY JUDGE DUE TO THE RESIGNATION OF JAMES OAKLEY

On December 18, 2024 Burnet County Judge James Oakley submitted a letter of resignation effective January 2, 2025. The Burnet County Commissioners Court is comprised of five members. Its functions are not limited by the vacancy of one member. The presence of three members continues to constitute a quorum. A majority vote of the members of the Court continues to comprise the approval of an action item voted upon by the Court on any agenda matter that has been publicly posted. The business of the citizens of Burnet County continues unimpeded by the vacancy of one member of the Court. The County Judge leads public meetings of the Court, oversees day-to-day operations of the Court, and signs documents on behalf of the county regarding matters voted upon in public. The daily operations of the Court includes, but is not limited to, the supervision of various county departments that report to the Burnet County Commissioners Court. Until a County Judge is appointed by the Burnet County Commissioners Court, or is resolved or upon further action taken by the Burnet County Commissioners Court, it is hereby ORDERED that Commissioner Damon Beierle shall lead all public meetings of the Burnet County Commissioners Court. Commissioner Damon Beierle is given authority to sign documents on behalf of the county on matters voted upon in public previously and/or into the future. Commissioner Damon Beierle is given authority to oversee the day-to-day management of the Court. This action by the Burnet County Commissioners Court does not designate an interim County Judge. All remaining members of the Court continue their duties as an elected Burnet County Commissioner.

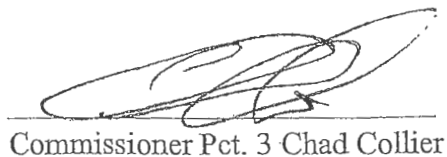
SIGNED ON THIS THE 3RD DAY OF JANUARY, 2025.



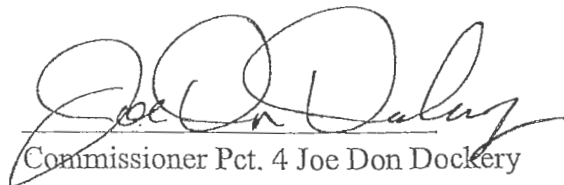
Commissioner Pct. 1 Jim Luther



Commissioner Pct.2 Damon Beierle



Commissioner Pct. 3 Chad Collier



Commissioner Pct. 4 Joe Don Dockery