

TOURISM & BEAUTIFICATION COMMISSION

NOTICE OF MEETING

TUESDAY, JUNE 09, 2026, AT 4:00 P.M.

**SURFSIDE BEACH CITY HALL – COUNCIL CHAMBERS
1304 MONUMENT DRIVE, SURFSIDE BEACH, TEXAS 77541**

NOTICE IS HEREBY GIVEN in accordance with the Texas Open Meetings Act, Texas Government Code Chapter 551, that a Regular Meeting of the Surfside Beach Tourism and Beautification Commission, serving in an advisory capacity to the City Council of the Village of Surfside Beach, Texas will be held on Tuesday, June 09, 2026, at 4:00 P.M. in the Council Chambers at City Hall for the purpose of discussing, deliberating, and taking potential action or making recommendations on the following items:


- 1. CALL TO ORDER & DETERMINATION OF A QUORUM**
- 2. PLEDGE OF ALLEGIANCE**
- 3. APPROVAL OF MINUTES FROM PREVIOUS MEETING(S)**
4. Discussion, consideration, and possible committee recommendation to City Council regarding the development of a collaborative tourism outreach initiative with local Short-Term Rental (STR) owners and property management firms - Calhoun
5. Discussion, consideration, and possible committee recommendation to City Council concerning strategic marketing opportunities, joint programming, and promotional frameworks utilizing Surfside Beach's coastal wildlife and natural habitats to expand seasonal eco-tourism – Calhoun
6. Discussion, consideration, and possible committee recommendation to City Council regarding joint promotional strategies with the Surfside Beach Historical Commission to leverage local heritage assets for tourism growth - Calhoun
7. Continuation of discussion, consideration, and possible committee recommendation to City Council regarding advertising needs for Surfside Beach; including a review of regional target demographics, evaluation of media platforms, and the establishment of baseline criteria to guide future competitive bidding and advertising procurement decisions - Calhoun

8. ADJOURNMENT

Notice: Be advised that a quorum of the Surfside Beach Village Council may be in attendance at this meeting; however, no official action or voting will be conducted by the Village Council during this committee session.

CERTIFICATION OF POSTING

I hereby certify that a true and correct copy of the above and foregoing "Notice of Meeting" was posted on the front bulletin board and digital posting areas of the City Hall of the Village of Surfside Beach, Texas, in accordance with the Texas Open Meetings Act, on Wednesday June 3, 2026, at or before 4:30 P.M., representing three full business days of notice prior to the date of the meeting.



William W. Cox, MPA, CPM
Interim City Secretary / City Administrator