



MINUTES

REGULAR CALLED MEETING OF THE TOURISM ADVISORY BOARD

Tuesday, January 25, 2022 at 6:30 p.m.

City Council Chambers

450 Cypress Creek Road, Building Four

Cedar Park, Texas 78613

BOARD OF DIRECTORS

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| <input type="checkbox"/> Robert Schoen, Place 1 | <input type="checkbox"/> Linda Ayotte, Place 6, Chair |
| <input type="checkbox"/> Jonathan Edwards, Place 2 | <input type="checkbox"/> Malin Daniels, Place 4, Vice-Chair |
| <input type="checkbox"/> Al K. Shivji, Place 3 | <input type="checkbox"/> Tom Spano, Place 5 |
| | <input type="checkbox"/> Matthew Olguin, Place 7, Secretary |

Link for meeting: <https://mtg.cedarparktexas.gov/Tourism>
Event Password: CedarPark2022 (23327727 from phones)
United States Toll Free: 1-844-992-4726
Access code: 255 517 85402

AGENDA

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

*Board Chair Ayotte called the meeting to order at 6:35 PM noting a quorum was present.
Jonathan Edwards and Malin Daniels were not present. Notified ahead of time they could not attend.*

A.2 Public Communications. (Regarding items not listed on this agenda. Three Minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)

None

A.3 Board Members' Opening Comments.

None

STAFF REPORTS (DISCUSSION ONLY)

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

- B.1 Review November – January Hotel Occupancy Rates. (Saridon Stanton, Tourism Manager)

Saridon Stanton, City Tourism Board Manager presented a review of the November-January Hotel Occupancy Rates. Average daily rates have increased exceeding pre COVID numbers from 2019.

- *Hampton Inn (110 Rooms) slated to open sometime in August.*
- *Woodspring Suites – Close to completion*
- *Fairfield – In Pre Development*

- B.2 Update of Tourism Initiatives, Including New Brand, New Website, Visitor Attribution Software, Hoteliers Meeting, and Town Center Pedestrian Tunnel Project (Saridon Stanton, Tourism Manager)

Stanton explained the rebranding of the Tourism department stating that brand rollout should occur within the month of February, the new website will hopefully go live sometime in March and the visitor attribution software launched last month and is proving a useful tool.

Hoteliers meeting on January 19th was a success and 8 out of 11 hotels were represented. Will plan on holding these quarterly going forward.

Town Center Pedestrian Tunnel completed the public hearing requirements, was approved and funds released in December. Next step is to talk to the HOA regarding electrical.

- B.3 Discuss Criteria For Hotel Occupancy Tax – Funded Sponsorship Qualification. (Saridon Stanton, Tourism Manager)

Stanton explained the need to separate out a Sponsorship Fund from the HOT funds for certain entities that may be considered secondary tourism.

- B.4 Discuss Hotel Staffing And Capacity Shortages. (Malin Daniels, Place 4)

Item tabled to next meeting due to Malin Daniels being absent.

REGULAR AGENDA **DISCUSSION AND POSSIBLE ACTION**

- C.1 Approval Of The Minutes Of The November 17, 2021 Regular Called Meeting.

Board member Dr. Robert Schoen motioned to approve item C.1 as presented. Board member Matthew Olguin seconded the motion and it passed with a unanimous vote.

- C.2 Consider Presentation from Rouse High School Athletic Booster Club for 2021-2022 Hotel Occupancy Tax Project Application And Funding Request In An Amount Not To Exceed \$11,282.40.

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Jacob Thompson with Rouse High School presented a HOT Funds request in the amount of \$11,282.40 to assist with general costs of the annual Volleypalooza event. General discussion by the Board followed. Matthew Olguin motions to approve the amount. Board member Tom Spano seconded the motion and it passed with a unanimous vote.

- C.3 Consider Approval Of HOT Funds Application From The Austin Spurs In An Amount Not To Exceed \$18,804.

Saridon Stanton brought forth the Austin Spurs HOT Funds request again in the amount of \$18,804.00 with the additional supporting data as requested at the last meeting. In light of the previous discussion regarding sponsorship, Lynda Ayotte motions to move Austin Spurs to a sponsorship status and only fund them \$10,000 this year. Dr. Robert Schoen seconded the motion and it passed with a unanimous vote.

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action.)

- D.1 Board Member Closing Comments.

None

Next Regular Scheduled Tourism Advisory Board Meeting: **Tuesday, February 22, 2022 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

- E.1 Adjournment.

Chair Linda Ayotte adjourned the meeting at 7:24 pm.

PASSED AND APPROVED THE 22ND DAY OF FEBRUARY 2022.

CHAIR

ATTESTED BY:

SECRETARY

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