



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, JANUARY 3, 2011 AT 6:30 PM**

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|---|---|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input type="checkbox"/> Matthew Olguin, Place Two | VACANT, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |

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

Chair O'Tool called the meeting to order at 6:31 pm with four members present. Board Member Olguin was absent. Vice Chair Kirkland arrived during Item 6. One Board Member seat is vacant.

2) Board Members Opening Comments.

None.

3) Citizen Communications. . . . *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*

None.

4) Approval of Minutes

a) Consider Approval of Minutes from the December 10, 2010 Regular Called Tourism Advisory Board Meeting, December 16 and December 20, 2010 Special Called Meetings.

MOTION: Board Member Schoen made a motion to approve the minutes from the December 10, 2010 Tourism Advisory Board meeting as presented. Board Member McLaughlin seconded the motion. Motion passed unanimously, 4-0, with two absent.

The December 16 and December 20, 2010 Special Called Meeting Minutes were not ready for approval and were postponed until the February meeting.

5) Discussion and Possible Action. *(The items listed are for educational and informational purposes only. The Board may ask questions and otherwise engage in dialog but no Board action is required)*

a) Consider Approval of the Tourism Advisory Board Rules And Procedures with Recommendation to City Council.

Duane Smith advised that there was no record that the old Rules and Procedures went to City Council for approval. The proposed Rules and Procedures are similar to the ones used by

other Boards and Commissions. The position of Secretary was not identified in the previous Rules, but has been included in the proposed Rules and Procedures. This item was tabled at the December 10, 2010 meeting to allow time for review.

MOTION: Board Member Schoen made a motion to approve the Tourism Advisory Board Rules and Procedures as presented. Board Member McLaughlin seconded the motion. Motion passed unanimously, 4-0, with two absent.

b) Designate representative on Art, Food and Wine Planning Committee

Duane Smith advised that this item was tabled at the December 10, 2010 meeting. The committee will be required for approximately twelve to fifteen months.

Nomination: Board Member McLaughlin nominated Chair O'Tool and Board Member Brooks as committee members. Board Member Schoen seconded the nomination. Both Board Members accepted the nomination. The nomination passed unanimously, 4-0, with two absent.

Chair O'Tool called Items 5c1 through 5c4 were called up together.

c) Review and Discussion of Board's DRAFT Strategic Plan

(1) Mission Statement

(2) Goals

(3) Strategies

(4) Vision Statement

The Board discussed the Mission Statement and Goals and stated that they were comfortable taking the drafts to the City Council Joint Meeting for their input. They discussed that they did not feel the need to create a Vision Statement at this time. Duane Smith advised that some of the goals may take time to fulfill.

d) Excuse the absences of Vice Chair Mel Kirkland and Board Member Robert Schoen from the Special Called Tourism Board Meeting of December 10.

MOTION: Board Member McLaughlin made a motion excuse the absences of Vice Chair Kirkland and Board member Schoen from the Special Called Tourism Board Meeting of December 10, 2010. Board Member Brooks seconded the motion. Motion passed unanimously, 4-0, with two absent.

6) Board Members Closing Comments.

Board Member McLaughlin advised that he was not sure he would be able to attend the Joint Meeting on Thursday, January 6th because of a conflict of schedules. Duane Smith reminded the Board that Board Member Olguin would be out of town and unable to attend the Joint Meeting. Board Member Brooks advised that he was responsible for an event at work on Thursday and would not be able to attend.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, February 7, 2011 at 6:30 P.M. at the Cedar Park Public Library;

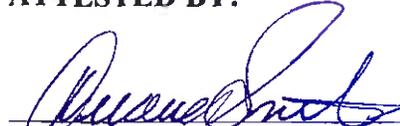
7) Adjournment.

Board Member McLaughlin made a motion to adjourn the meeting at 7:05 PM. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 5-0, with one absent.

PASSED AND APPROVED THIS 7TH DAY OF FEBRUARY, 2011.


Alain O'Tool, Chair *McKirkland*

ATTESTED BY:


Duane Smith,
Tourism & Community Development Manager



MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, FEBRUARY 7, 2011 AT 6:30 PM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|---|---|
| <input type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |

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

A) Recognize New Appointee: Elijah May, Place 6

Vice Chair Kirkland called the meeting to order at 6:30 pm with six members present. Chair O'Tool was absent.

2) Board Members Opening Comments.

Vice Chair Kirkland noted that Jerry Anderson/Comfort Inn was present.

3) Citizen Communications.

. . (This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)

None.

4) Approval of Minutes

a) Consider Approval of Minutes from the January 3, 2011 Regular Called Tourism Advisory Board Meeting, December 16 and December 20, 2010 Special Called Meetings.

MOTION: Board Member Olguin made a motion to approve the minutes from the January 3, 2011 Tourism Advisory Board meeting as presented. Board Member McLaughlin seconded the motion. Motion passed unanimously, 6-0, with one absent.

MOTION: Board Member McLaughlin made a motion to approve the minutes from the December 16, 2011 and December 20, 2010 Special Called Tourism Advisory Board meetings as presented. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.

5) Discussion and Possible Action. *(The items listed are for educational and informational purposes only. The Board may ask questions and otherwise engage in dialog but no Board action is required)*

a) Recognition and Introduction of Katie Krampitz, Manager, Convention and Visitors Bureau

Harold Dean, Chamber of Commerce, introduced Katie Krampitz as the new Convention and Visitors Bureau (CVB) manager. She advised that she is looking forward to working with the Board.

b) Update and Overview of Austin Steam Train Activities for 2010 and Upcoming Events

Board Member Schoen introduced Holly Doggett from the Austin Steam Train Association (ASTA). She made a presentation to the Board. There are tours for the general public on the second and fourth Thursdays of the month providing information on railroad history and safety. Their ridership statistics are determined from the purchaser's zip codes required when tickets are purchased. ASTA advertises locally, regionally and nationally. There are several special events each year. These sell out quickly.

No action was taken.

c) Cedar Park Tourism Marketing and Advertising update

Duane Smith reviewed the monthly update provided by Amy Stevens/Go Beyond Marketing. He went over ad results and website statistics for the months of November and December. The San Antonio Magazine eblast was sent out on November 5th. There was a spike in web visits after the eblast. Future ads for Tour Texas eblast, San Antonio Magazine eblast, Texas State Travel Guide (February), and Southern Living (March) were shown. The brochure redesign added a self-mailer section, new hotels were listed, and events highlighted. Upcoming events include the website redesign, website content enhancements, and coordination with the Cedar Park Event Center and the Convention Visitors Bureau.

No action was taken.

d) Consider Subcommittee Concept for Tourism Program Development, Implementation and Evaluation.

Duane Smith advised that this was not an action item for this meeting. He suggested that the Board consider subcommittee(s) to work with the funding proposals, to work with the hotel industry, and to work with City organizations such as the Community Development Corporation (4B), Parks and Recreation Department and YMCA. Board Member McLaughlin suggested that the subcommittee work with staff on the advertising campaign and the target market for the next year. Vice Chair Kirkland agreed that the subcommittee should meet with hotel owners on a periodic basis. Duane Smith stated that the hotels may create organization for local hoteliers. Jerry Anderson, Comfort, General Manager for Comfort Inn, advised that the hoteliers currently meet informally. They would like to see regional advertising which would create over-night stays. He advised that they would welcome meetings with a subcommittee. The hoteliers would like to see more sporting events such as tournaments hosted locally which would bring in people that would stay in town over-night.

No action was taken.

e) Discussion of Attendance and Participation at Travel Industry "Unity Dinner" on February 22, 2011.

Duane Smith advised the Board Members that a table for eight had been reserved for the Board at the Texas Tourism Unity Dinner on February 22, 2011. He advised that there would be a

general assembly that afternoon with possible discussion of tourism issues. This event would be part of their educational program and an opportunity to meet other professionals. He advised that attendance was optional.

f) Excuse the Absence of Board Member Schoen from the Regular Called Tourism Board Meeting of January 3rd.

Vice Chair Kirkland advised that the agenda item should have shown: "Excuse the absence of Board Member Olguin" instead of Board Member Schoen.

MOTION: Board Member Schoen made a motion to excuse the absence of Board member Olguin from the Regular Called Tourism Board Meeting of January 3, 2011. Board Member McLaughlin seconded the motion. Motion passed unanimously, 6-0, with one absent.

6) Staff Closing Comments

Duane Smith advised that there may be a presentation by the Executive Director of Texas Highways Magazine at the Regular Scheduled March meeting. City Council has not set a date for the Joint Workshop.

7) Board Members Closing Comments.

Vice Chair Kirkland advised that a document had been provided to the Board with Tourism website links for ordinances, tax guidelines and past agendas and minutes.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, March 7, 2011 at 6:30 P.M. at the Cedar Park Public Library;

8) Adjournment.

MOTION: Board Member Olguin made a motion to adjourn the meeting at 7:30 PM. Board Member Schoen seconded the motion. Motion passed unanimously, 6-0, with one absent.

PASSED AND APPROVED THIS 7TH DAY OF MARCH, 2011.



Alain O'Tool, Chair

ATTESTED BY:



Duane Smith,
Tourism & Community Development Manager



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, MARCH 7, 2011 AT 6:30 PM**

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

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|--|---|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input type="checkbox"/> Robert Schoen, Place Seven |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Vice Chair Kirkland called the meeting to order at 6:30 pm with four members present. Chair O'Tool arrived during Item 3. Board Members May and Schoen were absent.
- 2) **Board Members Opening Comments.**
None.
- 3) **Election Of Officers**
 - a) **Position of Secretary**
Duane Smith, Tourism and Community Development Manager, described the duties of Secretary per the recent revisions to the Rules and Procedures.

Chair O'Tool arrived and assumed responsibility as Chair.

NOMINATION: Vice Chair Kirkland nominated Board Member Olguin. Board Member McLaughlin seconded the nomination. Board Member Olguin accepted the nomination. Nomination passed unanimously, 5-0, with two absent.
- 4) **Citizen Communications.** . *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*
None.
- 5) **Approval of Minutes**
 - a) **Consider Approval of Minutes from the February 7, 2011 Regular Called Tourism Advisory Board Meeting.**
MOTION: Secretary Olguin made a motion to approve the minutes from the February 7, 2011 Tourism Advisory Board meeting as presented. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 5-0, with two absent.

6) Discussion Only – No action required

a) Finance Report, Aaron Rector, Budget Manager

i) Summary of FY 2010-2011 Tourism Revenues and Expenditures

Aaron Rector, Budget Manager, provided a quarterly update. The quarter discussed included October through December, 2010. There were only three hotels at this same time last year. Now there are six hotels. There was discussion concerning the process to authorize expenditures. Aaron Rector advised that staff follows the recommended budget guidelines set by the Board and City Council.

b) Presentation regarding Legal Requirements of the Open Meetings Act and Public Information Act, Charles Rowland, City Attorney

Charles Rowland, City Attorney, advised that all Boards and Commissions are subject to the Open Meetings Act. He discussed several points including the Open Meetings Act's purpose of transparency in government decision making, the need to stay on topic for each agenda item, the definitions of meetings and quorums, and the need for the Board to discuss agenda items to let City Council and public understand how and why the decisions were made.

7) Discussion and Possible Action. *(The items listed are for educational and informational purposes only. The Board may ask questions and otherwise engage in dialog but no Board action is required)*

a) Convention and Visitors Bureau Update, Katie Krampitz, Manager

Katie Krampitz, Convention and Visitors Bureau (CVB) Manager, provided an update of February activities. She discussed the leads received, the benefits of the Inquiry+ software, event postings, and groups that have been contacted. She attended meetings with local hoteliers, staff at the Cedar Park Center, AJR Media, Certified Tourism Ambassador (CTA) Program, and attended the Texas Travel Industry Association (TTIA) Unity Dinner.

b) Cedar Park Tourism Marketing and Advertising Update, Amy Stevens, GoBeyondMarketing

Amy Stevens, GoBeyondMarketing, complemented Katie Krampitz on the work she has done. She went over ad results and website statistics for the month of February. Future ads for Tour Texas eblast, San Antonio Magazine eblast, and Southern Living Magazine (March) were shown. There was discussion concerning the ad in Southern Living either being too small or too cluttered. Amy Stevens advised that she will research the cost to make the ad larger and streamline the design. Board Member McLaughlin asked about the timeline for the website redesign. Duane Smith advised that the redesign proposal had been received and completion of the redesign is anticipated by summer. Amy Stevens advised that the ad for the September 2011 Texas Events calendar have to be submitted in April. This can make it difficult to advertise specific events. There was discussion about posting ads on Facebook. Upcoming events include the website redesign, brochure and restaurant guide redesigns, research on Houston and Dallas markets for advertising Cedar Park, coordination with Attractions for advertising, and research on sports marketing to determine the viability and process.

Michael McCloskey submitted a Recognition Card to speak about tourism advertising. He advised the Board that is the Vice President of the newly formed Lodging Association in Cedar Park. He brought a copy of the Southern Living magazine and stated that the Cedar Park ad was only one-sixth of a page. He suggested that captions be put on the pictures similar to other city ads to help identify the events.

No action was taken.

Chair O'Tool called up Items 7.c.i. through 7.c.iii together.

- c) Consider Establishing Subcommittees and Appointments To Coordinate With Staff In the Review and Facilitate Tourism Programs and Activities**
 - i) Marketing and Advertising**
 - ii) Hotel and Lodging Industry**
 - iii) Funding Applications, Procedures and Guidelines**

Duane Smith stated that there was discussion at the February meeting regarding the creation of subcommittees to meet with staff in order to further Board involvement in Tourism programs and activities. He suggested that the Board start with the three subcommittees listed and develop additional subcommittees as needed. He suggested that there be two members per group.

MOTION: Board Member Brooks made a motion to appoint Secretary Olguin to the Marketing and Advertising subcommittee, Board Member McLaughlin to the Hotel and Lodging Industry subcommittee, and Vice President Kirkland to the Funding Applications, Procedures and Guidelines subcommittee. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 5-0, with two absent.

MOTION: Vice Chair Kirkland made a motion to appoint Board Member Brooks to the Hotel and Lodging Industry subcommittee. Board Member McLaughlin seconded the motion. Motion passed unanimously, 5-0, with two absent.

Duane Smith advised that this item will be on the April, 2011 agenda to allow the absent members a chance to participate on one of the subcommittees.

- d) Consider Scheduling a Roundtable Workshop in conjunction with the April 4th Meeting.**

Duane Smith advised the Board Members that staff would like to continue to provide educational informational opportunities for the Board. He suggested that a roundtable workshop be scheduled in conjunction with the April meeting. This might generate more communication and dialog and would be an efficient use of the Board's time. There was discussion among the Board concerning the benefits of this type of workshop. Duane Smith advised that he will try to schedule a workshop for the April 4th meeting.

- e) Excuse the Absence of Chair O'Tool from the Regular Called Tourism Board Meeting of February 7, 2011.**

MOTION: Board Member McLaughlin made a motion to excuse the absence of Chair O'Tool from the Regular Called Tourism Board Meeting of February 7, 2011. Secretary Olguin seconded the motion. Motion passed unanimously, 5-0, with two absent.

8) Staff Closing Comments

Duane Smith told Board Members that Katie Krampitz was working out very well and that she was getting up to speed very fast. He requested that they review the Tourism Advisory Board contact sheet provided and advise staff of any corrections. Duane Smith reminded the Board that the Joint Meeting with City Council is scheduled for May 19, 2011.

9) Board Members Closing Comments.

Secretary Olguin asked about the status of the kiosks. Chair O'Tool announced that there is a published chef on staff at the Cedar Park Center.

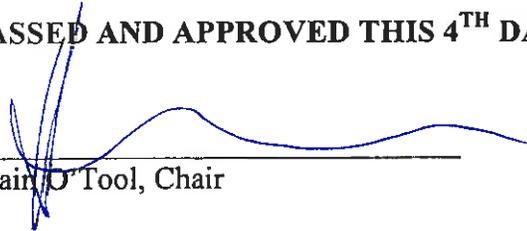
Next Regular Scheduled Tourism Advisory Board Meeting: Monday, April 4, 2011 at 6:30 P.M. at the Cedar Park Public Library;

Joint Meeting With City Council On Thursday, May 19, 2011 at 6:30 PM.

10) Adjournment.

MOTION: Vice Chair Kirkland made a motion to adjourn the meeting at 7:52 PM. Secretary Olguin seconded the motion. Motion passed unanimously, 5-0, with two absent.

PASSED AND APPROVED THIS 4TH DAY OF APRIL, 2011.



Alain O'Tool, Chair

ATTESTED BY:



Matthew Olguin, Secretary



**CEDAR
PARK**

**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, APRIL 4, 2011 AT 6:30 PM**

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- Alain O'Tool, Place Three, Chair
- Mel Kirkland, Place One, Vice Chair Rick McLaughlin, Place Five
- Matthew Olguin, Place Two, Secretary Elijah May, Place Six
- Wayne Brooks, Place Four Robert Schoen, Place Seven

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:30 PM with five members present. Board Member May and Board Member Brooks were absent.
- 2) **Board Members Opening Comments.**
None.
- 3) **Citizen Communications.** . . (This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)
Janet Bartles, Treasurer of the Veterans Memorial Advisory Group, addressed the Board. She thanked the Board for providing \$25,000 in funding towards the memorial. She advised that a 12"x12" paver stone will be donated to the Board for installation at the monument site. She asked that they complete the form to provide the wording on the paver stone. There will be a pancake breakfast fund-raiser on May 7th. She provided a copy of the Veterans Memorial brochure to the Board.
- 4) **Approval of Minutes**
 - a) **Consider Approval of Minutes from the March 7, 2011 Regular Called Tourism Advisory Board Meeting.**
MOTION: Board Member Schoen made a motion to approve the minutes from the March 7, 2011 Tourism Advisory Board meeting as presented. Secretary Olguin seconded the motion. Motion passed unanimously, 5-0, with two absent.
- 5) **Discussion Only – No action required**
 - a) **Presentation by Lois Rodriguez, Travel Information Division, Texas Department of Transportation (TxDOT)**
Duane Smith, Tourism and Community Development Manager, introduced Lois Rodriguez. She provided a packet of TxDOT's tourism information to each Board Member. She explained that

TxDOT's Travel Information Division operates twelve Texas Travel Information Centers; publishes the state's official travel magazine, 'Texas Highways'; produces, publishes and distributes promotional travel literature; provides photography and videography services; and manages statewide litter prevention programs. She provided information concerning the Texas State Travel Guide, Texas Events Calendar, Texas TraveLog, Travel Fair, Textreks®, Texas Travel Information System (TIS) website, and "Texas Highways" magazine. Lois Rodriguez advised that she edits the Travel Guide for the Hill Country area and that events can be added to the website even if the deadline for the print ads has passed. The Travel Guide is published quarterly. She advised that she is also responsible for the Texas TraveLog (newsletter).

b) Presentation by Connie Blair, Senior Account Executive, AJR Media

Katie Krampitz, Convention and Visitors Bureau (CVB) Manager, introduced Connie Blair. Connie Blair provided a packet of information to each Board Member. She provided Tour Texas stats, banner rates and word limitations. She advised that Lois Rodriguez works with the editing and she works with the media. Currently, the Cedar Park Tourism Board is not advertising in the AAA Texas Journey. This media targets a very significant travel market with circulation growing yearly. It is published six times a year. She suggested that travel writers be invited to Cedar Park so they could submit their articles for possible publication the state's magazine.

6) Discussion and Possible Action. *(The items listed are for educational and informational purposes only. The Board may ask questions and otherwise engage in dialog but no Board action is required)*

a) Update on Southern Living Advertisement of March, 2011

Duane Smith, Tourism and Community Development Manager;

Amy Stevens, GoBeyondMarketing;

Duane Smith advised that there had been some concern among Board Members that there might be a problem with the 'Southern Living' advertisement of March, 2011. He asked Amy Stevens to put information together to specifically track this ad. She advised the Board that this ad has had the best response of all ads published in 'Southern Living'. Prior advertising statistics showed that 200 responses were received in the first week and 200 the week after. The March ad had generated 693 responses so far. There was discussion among the Board concerning the images to be included, the size of the images, and possible tracking through the 'Southern Living' URL. Amy Stevens advised that she is checking with other Convention and Visitors Bureaus to see what style of advertisement has been successful for them.

Chair O'Tool called up Items 6.b.i. through 6.b.iii together.

b) Consider Establishing Subcommittees and Appointments To Coordinate With Staff In the Review and Facilitation of Tourism Programs and Activities

i) Marketing and Advertising

ii) Hotel and Lodging Industry

iii) Funding Applications, Procedures and Guidelines

Duane Smith advised that Board Member May had stated that he wanted to be on the Marketing and Advertising subcommittee. Board Member Schoen stated that he would like to be on the Funding Applications, Procedures and Guidelines subcommittee.

MOTION: Chair O'Tool made a motion to appoint Board Member May to the Marketing and Advertising subcommittee. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 5-0, with two absent.

MOTION: Chair O'Tool made a motion to appoint Board Member Schoen to the Funding Applications, Procedures and Guidelines subcommittee. Board Member Schoen accepted the nomination. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 5-0, with two absent.

c) Update on Cedar Park Fun Web Site Redesign

Duane Smith stated that the Cedar Park Fun web site update had been discussed by the Board during previous workshops. He advised that there are funds identified in the current budget for this update and staff is proceeding forward with web site designer Stacy Rayos to have this done by summer. The Marketing and Advertising subcommittee will be able to review the redesign. He asked that the Board periodically check the web site and email their observations and suggestions to him. He is hoping to have a rough draft available for the May meeting.

d) Consideration of revisions to HOT funding application and submission schedule

Duane Smith advised the Board that he has reviewed the previous applications and the revised application with legal staff. The following forms were provided for review: 1) 2011-2012 Calendar of Events and Deadlines – Hotel Occupancy Tax (HOT) Funding Application Process, 2) Exhibit A: Revised HOT Use Guidelines and Funding Application Form, and 3) Post Event Reporting Form. He advised that if there was no objection from the Board, staff proposed to use the schedule and documents for the upcoming budget year. He advised that the revised Guidelines and Funding application is more comprehensive and complete than the application forms used in the past, it directly tracks state law governing the use of HOT funds, and is based on the recommended Guidelines and Funding Application provided by the Texas Hotel and Lodging Association. There was not a formal reporting process in the past application processes. The Post Event Report will provide a comprehensive mechanism for review and documentation of HOT fund usage. He advised that if the Board approved the amended Application, it was anticipated to be on the web site and available for distribution the week of April 4th.

Chair O'Tool stated that she liked the addition of the post review form. Vice Chair Kirkland requested that HOT be spelled out as Hotel Occupancy Tax in the forms.

MOTION: Chair O'Tool made a motion to approve the use of these forms with the spelling out of the Hotel Occupancy Tax as requested by Vice Chair Kirkland. Board Member Schoen seconded the motion. Motion passed unanimously, 5-0, with two absent.

e) Consideration of schedule for budget review and recommendations to Council

Duane Smith went over the proposed schedule for budget review and recommendation to City Council that was included in the packet. The Board's budget recommendation to City Council would occur in July. He advised that this schedule was included for their information and no action was required.

f) Excuse the Absences of Board Members Elijah May and Robert Schoen from the Regular Called Tourism Board Meeting of March 7, 2011.

MOTION: Secretary Olguin made a motion to excuse the absences of Board Members Elijah May and Robert Schoen from the Regular Called Tourism Board Meeting of March 7, 2011. Board Member McLaughlin seconded the motion. Motion passed unanimously, 5-0, with two absent.

7) Staff Closing Comments

Duane Smith told Board Members that staff would be looking into the possibility of advertising in the AAA travel publication.

8) Board Members Closing Comments.

Vice Chair Kirkland inquired about increasing the size of the 'Southern Living' advertisement. Duane Smith stated the Marketing and Advertising subcommittee will be able to review the options for the next budget year.

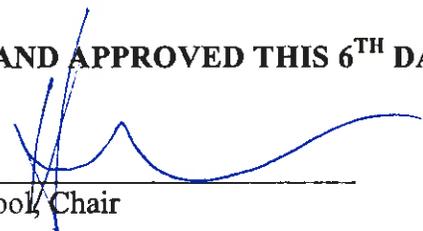
Next Regular Scheduled Tourism Advisory Board Meeting: Monday, May 2, 2011 at 6:30 P.M. at the Cedar Park Public Library;

Joint Meeting With City Council On Thursday, May 19, 2011 at 6:30 PM.

9) Adjournment.

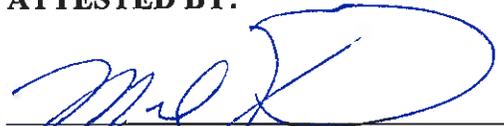
MOTION: Chair O'Tool adjourned the meeting at 7:45 PM.

PASSED AND APPROVED THIS 6TH DAY OF JUNE, 2011.



Alain O'Tool, Chair

ATTESTED BY:



Matthew Olguin, Secretary

Mel Kirkland



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, MAY 2, 2011 AT 6:30 PM**

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|---|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input type="checkbox"/> Robert Schoen, Place Seven |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:35 PM with four members present. Vice Chair Kirkland, Board Member McLaughlin, and Board Member Schoen were absent.
- 2) **Board Members Opening Comments.**
Board Member May advised that he rode the Austin Steam Train for the first time and enjoyed it very much.
- 3) **Citizen Communications.** . *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*
None.
- 4) **Approval of Minutes**
 - a) **Consider Approval of Minutes from the April 4, 2011 Regular Called Tourism Advisory Board Meeting.**
City Attorney Charles Rowland suggested that this item be tabled to the June meeting because Board member May was not at the April meeting.
- 5) **Discussion Only – No action required**
 - a) **Update on Marketing and Advertising Subcommittee Activities. (Elijah May and Matthew Olguin, Subcommittee Members)**
Duane Smith, Tourism and Community Development Manager, advised that the subcommittee had met on April 19th and April 28th. Board Members Matthew Olguin and Elijah May attended. Katie Krampitz and Amy Stevens also attended. The first meeting included general discussion of existing marketing programs and opportunities to expand the outreach efforts next budget year. The second meeting included a more detailed review and discussion of current budget year programs, demographic targets, and geographical and topical markets. Board Member May advised the Board that community impact and partnering with the Steam Train had been

discussed. Secretary Olguin advised that they discussed ways to determine the effectiveness of the advertisements. He stated that a full page ad in the Fort Hood Sentinel newspaper would cost \$500. The response rate has been high for Southern Living advertisements. Duane Smith advised that there have been meetings on Thursdays to focus on soccer team events.

b) Update on Hotel Tax Funding Applications and Proposals (Duane Smith)

Duane Smith advised that no applications had been submitted as of last Friday. He received an application from the Cedar Park Event Center today. He anticipated that he would receive an application from the Austin Steam Train Association in the next day or two. He will keep the Board advised.

6) Discussion and Possible Action. *(The items listed are for educational and informational purposes only. The Board may ask questions and otherwise engage in dialog but no Board action is required)*

a) Consider ConsultEcon report and recommendations with regards to Kiosks and other related matters. (O'Tool and Olguin)

Duane Smith advised that, according to the Finance Department, there were no funds designated in the current budget (FY 10-11) related to issuance of an RFP or acquisition of interactive kiosks. He provided the history concerning the kiosks. At the July 28, 2010 meeting, the Board accepted the proposal made by ConsulEcon and voted (5-0) to move forward with issuing a Request for Proposal (RFP) on the interactive kiosks. Since that time, no record of further discussion or action had been found in the Board Minutes. There was no record of further action regarding development or issuance of an RFP. He asked the Board if they wished to pursue this item in the upcoming budget. Chair O'Tool and Secretary Olguin both requested that this item move forward and be included as a future agenda item.

b) Update on Cedar Park Fun Web Site Redesign

Duane Smith advised that Stacey Rayos, She Knows Design, is currently developing the web site framework and new graphics. A copy of a draft web site panel was provided. Katie Krampitz advised that there will be scrolling images on the home page. Duane Smith asked the Board to email their suggestions and ideas to him. He advised that Stacey Rayos will attend the June meeting.

c) Consideration of Board Inscription for Veterans Memorial Paver

Duane Smith stated that Janet Bartles had addressed the Board at their last meeting and offered the opportunity to have a paver inscribed and placed in recognition of their support of the project. The paver allows for up to twenty-two (22) characters per line and up to nine lines. There was much discussion among the Board concerning the specific wording to put on the paver. The following wording was chosen for the inscription on the paver: "In honor and recognition of all U.S. veterans for your commitment, service and sacrifice. City of Cedar Park Tourism Advisory Board 2010-2011".

MOTION: Board Member May made a motion to approve the inscription as stated above. Secretary Olguin seconded the motion. Motion passed unanimously, 4-0, with three absent.

d) Excuse the Absences of Board Members Elijah May and Wayne Brooks from the Regular Called Tourism Board Meeting of April 4, 2011.

This item was postponed.

7) Staff Closing Comments

Duane Smith asked the Board members to consider June 27th for a budget workshop because the Council Chambers are available at that time. He advised that Aaron Rector, Budget Manager, will attend the June meeting.

8) Board Members Closing Comments.

Board Member May reminded the Board about the Joint Meeting with City Council on May 19th. He advised that City Council Member Don Tracy had made a great presentation to City Council concerning the future of the science center. He recommended that the other Board members watch the video of the meeting.

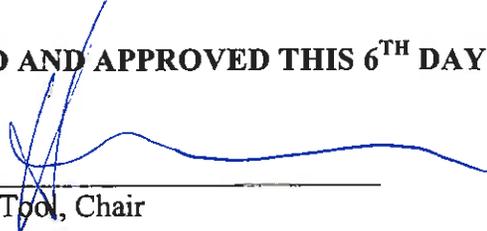
Joint Meeting With City Council On Thursday, May 19, 2011 at 6:30 PM.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, June 6, 2011 at 6:30 P.M. at the Cedar Park Public Library;

9) Adjournment.

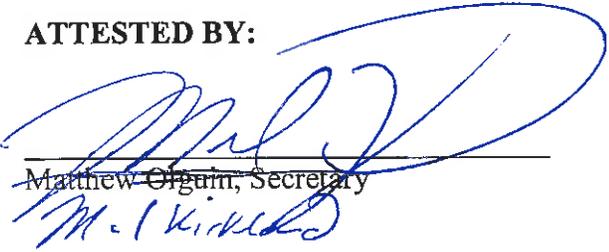
Chair O'Tool adjourned the meeting at 7:18 PM.

PASSED AND APPROVED THIS 6TH DAY OF JUNE, 2011.



Alain O'Tool, Chair

ATTESTED BY:



Matthew O'Guin, Secretary



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, JUNE 6, 2011 AT 6:30 PM**

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|---|---|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:30 PM with six members present. Secretary Olguin was absent.
 - 2) **Board Members Opening Comments.**
None.
 - 3) **Citizen Communications.** . *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*
None.
 - 4) **Approval of Minutes.**
 - a) **Consider Approval of Minutes from the April 4, 2011 Regular Called Tourism Advisory Board Meeting.**
MOTION: Board Member Schoen made a motion to approve the minutes from the April 4, 2011 Tourism Advisory Board meeting as presented. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 6-0, with one absent.
 - b) **Consider Approval of Minutes from the May 2, 2011 Regular Called Tourism Advisory Board Meeting.**
MOTION: Board Member McLaughlin made a motion to approve the minutes from the May 2, 2011 Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.
- Chair O'Tool called up Items 5)a)i and 5)a)ii together.*
- 5) **Discussion Only – No Action Required**
 - a) **Finance Report, Aaron Rector, Budget Manager**

i) Summary of FY 2010-2011 Tourism Revenues, Expenditures, and Fund Balance
Aaron Rector, Budget Manager, made the presentation. He advised that Occupancy Tax collections were \$43,595 over anticipated collection. The year-end projection for tourism expenditures is \$284,450. Board Member May requested a breakdown of expenses.

ii) Preliminary FY 2011-2012 Budget Projections
Aaron Rector reviewed the revenue and expenditure projections for Fiscal Year 2011-2012. He advised that if all of the submitted projects were funded, their total would be \$50,000 over budget. He provided a breakdown of the Contract Services line item.

b) Review of Project Eligibility Criteria and Guidelines
Duane Smith, Tourism and Community Development Manager, reviewed the project eligibility criteria and guidelines. He explained that there are two primary considerations: 1) Does the project propose to have positive impact on local lodging? 2) Does the project fall under the six statutory categories?

c) Consider Applications for Proposed Tourism Advisory Board Funding for FY 2011-2012.

(i) Austin Steam Train Association
Board Member Schoen recused himself from this item. He submitted his Affidavit of Recusal to staff.

Holly Doggett, Austin Steam Train Association (ASTA), made the presentation. The application submitted requested funding in the amount of \$18,000. The funds would be used to purchase print and on-line advertising and materials for direct mail marketing campaigns to increase ridership and overnight stays at Cedar Park hotels through targeted advertising and special promotions. ASTA has initiated, and plans to continue, joint promotions to encourage overnight lodging by offering free family four-packs of tickets for visitors who book overnight stays. Chair O'Tool requested ridership statistics. There was discussion among the Board concerning promoting the Cedar Park Fun website on the ticket jackets.

Board Member Schoen returned to the dais.

(ii) Lonestar/CCU Soccer
Lisa Talbot, Lonestar Soccer Club, made the presentation. The application submitted requested funding in the amount of \$20,000. The funds would be used for promotional marketing, event function details contributing to bringing participants, parents, and spectators to Cedar Park encouraging overnight stays at lodging establishments. Approximately 10,000 attendees could take advantage of local lodging opportunities depending on the local lodging participation. Two properties are participating at this time.

Mike McCloskey, Vice President of the Cedar Park Lodging Association, stated that three of the hotels didn't like the contract and requirements with the travel agent. The two-bedroom rooms have already sold out for wedding events. He advised that the event was scheduled for the Labor Day weekend when rooms are needed for the holiday.

Lisa Talbot advised the Board that eighty-eight (88) different hotels were used last year for the Lonestar Tournament Series.

(iii) Cedar Park Center

Board Member McLaughlin recused himself from this item. He submitted his Affidavit of Recusal to staff.

Stefanie Stephens, Cedar Park Center, made the presentation. The application submitted requested funding in the amount of \$60,000. The funds would be used for promoting and marketing events at the Cedar Park Center to consumers in markets outside Travis and Williamson County. Impact on local lodging varies by event. Hotel owners and representatives have provided feedback that there is a direct correlation between increased occupancy when events are held at the Cedar Park Center with guests typically staying a minimum of one night, possibly more, depending on the nature of the event. Stefanie Stephens advised they plan to use outdoor advertising on IH 35 and US 290, a Facebook campaign and hosting and development of the Cedar Park Center website.

Chair O'Tool asked how post-event statistics would be determined. Stephanie Stephens advised that they are working on the plan for post-event statistics. There was discussion concerning the distance of the billboards from Cedar Park and percentage of the Cedar Park Center advertising per promoter. Stefanie Stephens advised that there was one billboard in Waco, but she wasn't sure of the other locations. She advised that the percentage of advertising varied depending on the event.

Board Member McLaughlin returned to the dais.

(iv) LISD Volleypalooza Tournament

Jacob Thompson, Leander Independent School District (LISD) Athletics, made the presentation. The application submitted requested funding in the amount of \$15,000. The funds would be used for payment of some administrative expenses related to the Volleypalooza Tournament, including tournament officials and referees. Attendance of two thousand is anticipated with over seven hundred attending from outside the Cedar Park area. Most out of area attendees will need to stay two nights. Forty-five rooms have already been reserved for out-of-town teams with thirty-five already booked. This would be a three-day event in August with thirty-two teams attending from all over the state. Eleven are from outside central Texas (San Antonio, Dallas, Houston, Los Fresnos, and Lubbock). Jacob Thompson stated that he is working on the event website to include a list of the local hotels and restaurants. He envisions this invitational tournament to be an annual event. He will be providing weekly information to the coaches.

Board Member McLaughlin asked if he was open to using the funding on more than a t-shirt. He asked Jacob Thompson to bring some other ideas to the budget workshop. There was discussion among the Board concerning the mechanism to promote locally since the first tournament would be held this August.

(v) Cedar Park Chamber "Cedar Fest"

Clair Love, Cedar Park Chamber of Commerce, made the presentation. The application submitted requested funding in the amount of \$20,000. The funds would be used to provide advertising and promotional programs to attract out-of-town visitors to attend Cedar Fest and stay in local lodging accommodations. They plan to book ten rooms at each of Cedar Park hotels. Clair Love advised that they are rebranding the event and have chosen to schedule the event for the fourth Saturday in March. They are exploring the possibility of expanding the event

to two days. They need to expand advertising outside of the Cedar Park area. She reviewed the proposed marketing plan with the Board.

Board Member May suggested that the advertising send people to the Cedar Park Fun website. Clair Love advised that the Chamber of Commerce website has a link to Cedar Park Fun.

(vi) Cedar Park Lodging Shuttle Service

Duane Smith made the presentation on the Cedar Park lodging shuttle service. The application submitted requested funding in the amount of \$9,000. The funds would be used to provide a promotional incentive for the Cedar Park lodging industry by offering free shuttle service for hotel guests attending a featured event at the Cedar Park Center. Cedar Park marketing opportunities will be used to promote this incentive for overnight accommodations. They estimate fifteen events at \$600 per night to rent shuttles. The incentive will be publicized through tourism ads, Cedar Park Fun website, and direct promotions with the goal of enticing visitors to book a room at Cedar Park hotels and receive free shuttle service to selected events. Post-event statistics will be provided by each property. Shuttle operations will also maintain and submit records of actual ridership by property.

6) Discussion and Possible Action.

a) Update on Cedar Park Fun Web Site Redesign

Duane Smith advised that the marketing and advertising subcommittee had an opportunity to preview the redesign of the Cedar Park Fun web site. It looked good and will be more user-friendly. They are moving forward with a launch date of July 1st. He advised that if time allowed, a preview will be provided at the June 27th workshop.

b) Update on Hotel Shuttle Incentive

Duane Smith advised that he has met with the hotel/lodging owners twice to discuss the idea of a promotional incentive to encourage overnight stays. The preferred option was to contract for a shuttle service as an event specific promotion. This relieves all entities from liability and operator expenses. It was determined that providing shuttle service for two selected events this year would help to assess the response to the incentive. Each shuttle can hold up to fifteen passengers. Super Shuttle provided costs for shuttle service on June 23-25 for the Cedar Park Rodeo (\$1,650) and on August 6 for the Monster Truck event (\$600). This should provide a basis for determining the viability of the service, although some consideration has to be given to the marketing of the promotion on a short time basis as opposed to having more marketing and promotion time if the service is provided next year.

MOTION: Vice Chair Kirkland made a motion to fund the hotel shuttle incentive for the Cedar Park Rodeo on June 23-25, 2011 and the Monster Truck event on August 5-6, 2011 for a total of \$2,250. Board Member May seconded the motion. Motion passed unanimously, 6-0, with one absent.

c) Excuse the Absences of Board Members Elijah May and Wayne Brooks from the Regular Called Tourism Board Meeting of April 4, 2011.

MOTION: Board Member McLaughlin made a motion to excuse the absences of Board Members Elijah May and Wayne Brooks from the Regular Called Tourism Board Meeting of April 4, 2011. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 6-0, with one absent.

d) Excuse the Absences of Vice Chair Kirkland, Board Member McLaughlin and Board Member Schoen from the Regular Called Tourism Board Meeting of May 2, 2011.

MOTION: Board Member Brooks made a motion to excuse the absences of Vice Chair Kirkland and Board Member Schoen from the Regular Called Tourism Board Meeting of May 2, 2011. Board Member May seconded the motion. Motion passed unanimously, 6-0, with one absent.

7) Staff Closing Comments

Duane Smith stated that the budget workshop was scheduled for June 27th. He also reminded the Board that the next meeting will be held on Tuesday, July 5th, instead of Monday because of the July 4th holiday. Board Member McLaughlin advised that he would not be able to attend the July 5th meeting.

8) Board Members Closing Comments

Board Member McLaughlin thanked everyone for presenting their projects. Chair O'Tool also stated her appreciation for the work involved.

Tourism Advisory Board Budget Workshop Scheduled For Monday, June 27 at 6:30 P.M. at the Cedar Park Public Library;

Next Regular Scheduled Tourism Advisory Board Meeting: TUESDAY, July 5, 2011 at 6:30 P.M. at the Cedar Park Public Library.

9) Adjournment.

Chair O'Tool adjourned the meeting at 8:21 PM.

PASSED AND APPROVED THIS 5TH DAY OF JULY, 2011.



Alain O'Tool, Chair

ATTESTED BY:



Matthew Olguin, Secretary



**CEDAR
PARK**

**MINUTES
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

MONDAY, JUNE 27, 2011 AT 6:30 PM

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|---|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input type="checkbox"/> Robert Schoen, Place Seven |

- 1) **CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:31 PM with five members present. Board Member McLaughlin and Board Member Schoen were absent.
- 2) **Board Members Opening Comments.** *None.*
- 3) **Citizen Communications.** *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*
None.
- 4) **Discussion Only**
 - a) **Review of Preliminary FY 2011-2012 Budget Revenues, Aaron Rector, Budget Manager**
Aaron Rector, Budget Manager, made the presentation. He advised the Board that the projected balance between Fiscal Year (FY) 2011-2012 revenues and expenditures was \$78,000. He advised that the Bydee Festival had been cancelled. He explained methods that the funds from FY 2010-2011 could be made available to FY 2011-2012. The most basic and recommended way would be to reappropriate the funds for the next fiscal year. Funds could be moved to be made available for the next year if it is a one-time use. He did not recommend that the Board carry-over funds from one year to the next.
- 5) **Discussion and Possible Action.**
 - a) **Consider Report from Advertising and Marketing Subcommittee**
Board Member May and Secretary Olguin are on the Advertising and Marketing Subcommittee. They provided information to the Board on this item. Duane advised that the subcommittee met last week concerning the Tourism advertising campaign. They suggested that a fixed number be budgeted for this item while allowing for flexibility within the budget year. They would be able to determine the best use of funds as different advertising and marketing sources become available. The Board may need to consider newer styles of media instead of focusing on paper ads. Leads have not been measurable. Board Member May asked if the Board agreed with the

subcommittee's suggestions. Chair O'Toole advised that she thought the subcommittee was working great. Vice Chair Kirkland agreed with Chair O'Toole and advised that he likes the new detailed report from Go Beyond Marketing. Board Members liked the proposed advertising schedule.

b) Consider Report from Application Review Committee

Vice Chair Kirkland and Board Member Schoen are on the Application Review Committee. Vice Chair Kirkland advised the Board that the subcommittee had reviewed six applications for FY 2011-2012 and two applications for FY 2010-2011. They recommended changes to the applicants to help streamline their applications. The subcommittee suggested that FY 2011-2012 funding not exceed \$78,000. The submitted applications total \$142,000 in funding requests. The subcommittee worked on a contingency fund for the Board. Vice Chair Kirkland advised that Katie Krampitz, Convention and Visitors Bureau (CVB) Manager, attended all of their meetings.

Item 5.f.2 was called up out of order. See Item 5.f.2.

Items 5c.1 through 5.c.10 were called up together.

c) Consideration and Possible Recommendations on Fiscal Year 2011-2012 Hotel Occupancy

Duane Smith, Tourism and Community Development Manager, advised that the Board's budget needed to be ready to recommend to City Council by the July meeting. Vice Chair Kirkland, Board Member McLaughlin, Board Member Brooks and Board Member May advised that they would not be able to attend the meeting scheduled for July 5th. Duane Smith advised that he would contact the Board with an alternate date for the July meeting.

Duane Smith advised that the Cedar Park Tourism and Lodging Association (CPTLA) had reviewed the FY 2011-2012 funding request applications and submitted their suggestions for funding on each project. Jerry Anderson, Comfort Inn, was present to answer questions.

(1) Consider Administrative Budget

Aaron Rector, Budget Manager, provided information on this item.

(2) Consider Budget For Contract Services

- i) Go Beyond Marketing**
- ii) She Knows Design**

Aaron Rector provided information on this item.

(3) Consider Funding For Marketing and Advertising Budget

The Board discussed the funding strategy under Item 5.a.

(4) Consider Funding for Austin Steam Train Association

Vice Chair Kirkland advised that the subcommittee was pleased with the good data received from the Austin Steam Train Association (ASTA) and their partnering with the hotel industry. The subcommittee recommended \$18,000 in funding for the ASTA.

(5) Consider Funding for Lonestar / CCU Soccer

Jerry Anderson advised the Board that the Lonestar tournament takes away from potential profit and tax and the Hotel Association could not support funding this project. The Hotel Industry is able to collect prime rates over the Labor Day holiday. Board Member May suggested that this request fell short of the required mandate and that a recommendation of \$10,000 would be

generous. Some Board Members discussed not funding this request at all. They said it would be different if it didn't fall on a major holiday weekend.

(6) Consider Funding for Cedar Park Center

Duane Smith advised that the subcommittee had determined that billboards were not an appropriate use for Hotel Occupancy Tax (HOT) money. Stefanie Stevens at the Cedar Park Center was contacted and told of their concerns. An email message and clarifying document had been submitted providing clarification that they intended that the billboard message be changed for different events. Vice Chair Kirkland advised that the subcommittee recommended \$10,000 in funding for their Facebook campaign and the hosting and development of the Cedar Park Center website. Duane Smith noted that the subcommittee recommendation had been made based on a previous concern.

(7) Consider Funding for Leander Independent School District (LISD) Volleypalooza Tournament

Vice Chair Kirkland was impressed with Coach Thompson's enthusiasm. There is no third party travel agent involved with this project. The subcommittee recommended \$10,000 for the FY 2011-2012. They recommended \$5,000 for FY 2010-2011.

(8) Consider Funding for Cedar Park Chamber "Cedar Fest"

Harold Dean, Cedar Park Chamber of Commerce, was present. The Board Members discussed whether people came from out of town for this event, the possibility of the Chamber partnering with the local hotels and the location of the event. Harold Dean advised that they provide coupons within the packets they distribute. The subcommittee recommended \$10,000 in funding.

(9) Consider Funding for Cedar Park Lodging Shuttle Service

Vice Chair Kirkland advised that the subcommittee recommended \$9,000 for funding. Duane Smith stated that the funding would cover up to fifteen events.

(10) Consider ConsultEcon Report and Recommendations on Kiosk Proposals

Duane Smith advised that there are gaps in the final report on the kiosks. He suggested that the Board continue discussions on this item before committing funds. The changing technologies were not addressed. Secretary Olguin stated that if the Board decided to fund it later, the funds could come out of the fund balance.

Summary:

| <u>Project Name</u> | <u>Requested Funding</u> | <u>Subcommittee Recommendation</u> | <u>Hotel Association Recommendation</u> | <u>Tourism Board Recommendation</u> |
|---------------------|--------------------------|------------------------------------|---|-------------------------------------|
| ASTA | \$18,000 | \$18,000 | \$18,000 | \$18,000 |
| Lonestar | \$20,000 | \$10,000 | \$ 0 | \$ 5,000 |
| CP Center | \$60,000 | \$10,000 | \$20-30,000 | \$ 9,000 |
| Volleypalooza | \$15,000 | \$10,000 | \$3-5,000 | \$10,000 |
| Cedar Fest | \$20,000 | \$10,000 | \$10,000 | \$10,000 |
| Shuttle Service | \$ 9,000 | \$ 9,000 | \$ 9,000 | \$ 9,000 |

d) Consider Proposed Budget

Aaron Rector advised that no action was needed tonight.

e) Consider Matrix and Project Approval Process

Duane Smith advised that individual projects do not show up in the budget recommended to City Council. He recommended that a Project Agreement be included as part of the process. A matrix

would also need to be done during the meeting that funding is approved. Charles Rowland, City Attorney, advised that the contracts will have claw-back agreements included. Board Member May suggested that all approved projects must promote the Cedar Park Fun website and be held accountable if they do not.

f) Consider Opportunities for Fiscal Year 2010-2011 Projects

(1) Volleypoolza – August, 2011

Duane Smith advised that the Application Review Subcommittee recommended funding \$5,000-7,500 for this event. This would be a reimbursement of funds. The event is scheduled for August, 2011. Katie Krampitz advised that the Leander Independent School District (LISD) would be sharing the costs. Secretary Olguin suggested that they ask Coach Thompson to provide an update. There was discussion among the Board that if funding up to \$11,000 was considered, the FY10-11 contingency funds would be eliminated.

(2) Cedar Park Marathon – September 2011

Rachel Zambrano, Cedar Park Marathon/Rogue Running, was present. Duane Smith stated that this item had come up at the June meeting. The marathon was originally scheduled for September 11, 2011, but more time was needed to coordinate this event. Rachel Zambrano advised that Rogue Running is an active partner in coordinating this event. She does not work for them. She is a fire fighter. She advised that any profit the event raised would be rolled over into the next year's marathon. She is actively working on the event, but is not ready to submit a request for funding. There are still technical issues to work out. There was discussion among the Board concerning the possible route of the marathon and the potential impact it could make.

g) Update on FY 2010-2011 Hotel Shuttle Incentive

Vice Chair Kirkland advised that the subcommittee recommended \$5,000 for funding in FY 2010-2011. The Hotel Association supported this project.

7) Staff Closing Comments. *None.*

8) Board Members Closing Comments

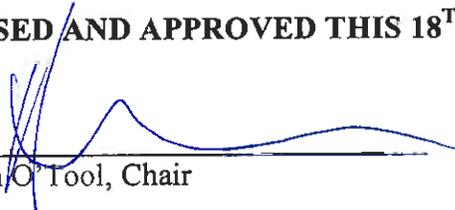
Secretary Olguin stated that he appreciated all the work done by the applicants.

Next Regular Scheduled Tourism Advisory Board Meeting: ~~TUESDAY, July 5, 2011~~ TBD at 6:30 P.M. at the Cedar Park Public Library.

9) Adjournment.

Chair O'Tool adjourned the meeting at 9:10 PM.

PASSED AND APPROVED THIS 18TH DAY OF JULY, 2011.


Alain O'Tool, Chair

ATTESTED BY:


Matthew Olguin, Secretary



**MINUTES
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

MONDAY, JULY 18, 2011 AT 6:30 PM

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|---|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | |

- 1) **CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:30 PM with five members present. Board Member Brooks arrived before Item 4. Vice Chair Kirkland was absent.
- 2) **Board Members Opening Comments.** *None.*
- 3) **Citizen Communications.** *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*
None.
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) June 6, 2011 Regular Called Meeting
MOTION: Board Member Schoen made a motion to approve the minutes from the June 6, 2011 Tourism Advisory Board meeting as presented. Board Member McLaughlin seconded the motion. Motion passed unanimously, 6-0, with one absent.
 - b) June 27, 2011 Special Called Budget Workshop
MOTION: Board Member May made a motion to approve the minutes from the June 27, 2011 Special Called Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.
- 5) **Discussion Only**
 - a) **Provide Summary of FY 2010-2011 Budget Revenues, Expenditures, and Fund Balance, Aaron Rector, Budget Manager**
Aaron Rector, Budget Manager, advised that there have been no changes since the last meeting. He will be able to provide the quarterly update at the September meeting.
 - b) **Review of Preliminary FY 2011-2012 Budget Revenues and Expenditures, Aaron Rector**
Aaron Rector reviewed the numbers presented at the budget workshop.

6) Discussion and Possible Action.

Items 6.a.1 through 6.a.10 were called up together.

Item 6.a.6 was discussed after Items 6.e and 6.f were called up out of order. See Items 6.e and 6.f. Board Member McLaughlin left the meeting early after Items 6.e and 6.f, but before Item 6.a.6.

a) Consideration and Possible Recommendations on Fiscal Year 2011-2012 Hotel Occupancy Tax Budget

(1) Consider Administrative Budget

(2) Consider Budget for Contract Services

i) Go Beyond Marketing

ii) She Knows Design

(3) Consider Funding for Marketing and Advertising Budget

Duane Smith, Tourism and Community Development Manager, asked the Board if they had any questions on the amounts shown in the finance report for these items. There were no questions. The amounts reviewed were: Administrative Budget - \$106,323; Contract Services - \$91,000 and Marketing and Advertising - \$56,905.

(4) Consider Funding for Austin Steam Train Association

Board Member Schoen recused himself from the dais. He provided the Statement of Recusal to staff. Duane Smith advised the Board that The Austin Steam Train Association had requested funding in the amount of \$18,000. The subcommittee and the Hotel Association supported this amount. The Board had considered funding \$18,000 at their budget workshop.

Board Member Schoen returned to the dais.

(5) Consider Funding for Lonestar / CCU Soccer

Duane Smith advised the Board that the Lonestar/CCU Soccer had requested funding in the amount of \$20,000. The subcommittee had suggested funding \$10,000. The Hotel Association had recommended that the Board not fund this request. The Board had considered funding \$5,000 at their budget workshop. The Board discussed that it would be very difficult for Lonestar because the hotels did not find the travel agency's contract acceptable. Lonestar would not be able to show that they put "heads in beds" and would not be able to satisfy the Board's requirement for reimbursement. The Board discussed not funding this request.

(6) Consider Funding for Cedar Park Center

Board Member McLaughlin had left the meeting before this item was discussed by the Board. Duane Smith advised the Board that the Cedar Park Center had requested funding in the amount of \$60,000. The subcommittee had suggested funding \$10,000. The Hotel Association had recommended funding in the amount of \$20-30,000. The Board had considered funding \$9,000 at their budget workshop. There was discussion among the Board concerning the inability of measuring results or return on investment and the fact that the Cedar Park Center had doubled the amount of their funding requests each year. Duane Smith reminded the Board that the Cedar Park Center had provided information clarifying their proposal at the budget workshop. This information was also in their packet. The Board stated that they did want to support the Cedar Park Center, but the funding request submitted limited what they could approve. The Board stated that they would be able to fund the Facebook campaign and the hosting and development of the Cedar Park Center website in the amount of \$9,000.

(7) Consider Funding for Leander Independent School District (LISD) Volleypalooza Tournament

Duane Smith advised the Board that LISD Volleypalooza Tournament had requested funding in the amount of \$15,000. The subcommittee had suggested funding \$10,000. The Hotel Association had recommended funding in the amount of \$3,000 to \$5,000. The Board had considered funding \$10,000 at their budget workshop. Duane Smith advised that Coach Thompson had already booked fifty-five hotel rooms locally. Coach Thompson plans to try and monitor bookings for the families, booster clubs and fans. The funding will be used for general administrative costs. This event will have a positive impact on the area. The Board was concerned in setting a precedent in funding school district events. It was discussed that supporting sport events was a part of their strategic goals and that it was due to the hard economic times that they would consider partnering with LISD. This funding would be considered seed money with the idea that it would not be required once the event became established (three years).

(8) Consider Funding for Cedar Park Chamber "Cedar Fest"

Duane Smith advised the Board that the Cedar Park Chamber "Cedar Fest" had requested funding in the amount of \$20,000. The subcommittee had suggested funding \$10,000. The Hotel Association had recommended funding in the amount of \$10,000. The Board had considered funding \$10,000 at their budget workshop. Duane Smith stated that the funding would help to launch Cedar Fest. The Board discussed adding a stipulation that the Chamber must document where the money is spent and the effect of the event on the hotel lodging industry. The discussion included the following concerns: 1) when the schedule would be submitted; 2) who the entertainment would include; and 3) where the advertising would be done. The Board discussed that a measurable goal for the hotel lodging would be needed from the Chamber. Board Member McLaughlin suggested that the Board match funds spent by the Chamber in an amount not to exceed \$10,000. Board Member May stated that the event had potential to grow. The Board discussed that funding would need to be limited to advertising outside of a one hundred miles radius and information about the vendors and entertainment would need to be submitted to the Board. The Board discussed that questions would need to be answered before a project agreement could be signed.

(9) Consider Funding for Cedar Park Lodging Shuttle Service

Duane Smith advised the Board that the Hotel Association had requested funding in the amount of \$9,000. The subcommittee had suggested funding \$9,000. The Board had considered funding \$9,000 at their budget workshop. The Board advised that they were okay with this amount.

(10) Consider Funding for Cedar Park Marathon

Duane Smith advised that he had met with Rachel Zambrano and Katie Krampitz, Convention Visitors Bureau manager. Rachel Zambrano advised that the event had been postponed for a year as there were too many details that had not been worked out. The Board discussed not funding this as a line item at this time, but possibly funding out of contingency funds later in the year.

b) Consider Recommendation to City Council on Fiscal Year 2011-2012 Proposed Budget

Aaron Rector advised that the City Council would hold a budget workshop on July 30, 2011. The first reading will be held on August 25, 2011 and the adoption of the FY 2011-2012 will be at the September 10, 2011 meeting.

Contract Services Summary:

| | |
|-----------|---|
| \$ 4,,000 | <i>She Knows Design</i> |
| \$ 26,000 | <i>Go Beyond Marketing</i> |
| \$ 10,000 | <i>Chamber of Commerce – Cedar Fest</i> |
| \$ 9,000 | <i>Cedar Park Center</i> |
| \$ 18,000 | <i>Austin Steam Train Association</i> |
| \$ 10,000 | <i>LISD Athletics – Volleypalooza Tournament</i> |
| \$ 9,000 | <i>Cedar Park Tourism and Lodging Association</i> |

Budget Summary:

| | |
|-----------|--|
| \$ 36,000 | <i>Contingency Funds</i> |
| \$106,323 | <i>Administrative Budget</i> |
| \$ 86,000 | <i>Contract Services</i> |
| \$ 56,905 | <i>Marketing and Advertising</i> |
| \$ 3,300 | <i>Travel and Training</i> |
| \$ 3,972 | <i>Dues, Subscriptions and Memberships</i> |
| \$17,000 | <i>Public Arts</i> |

MOTION: Secretary Olguin made a motion to recommend to City Council the Tourism Advisory Board Fiscal Year 2011-2012 budget as discussed above. Board Member May seconded the motion. Motion passed unanimously, 5-0, with two absent.

c) Consider Matrix and Project Approval Process

Duane Smith provided a copy of the matrix to the Board. He suggested that the individual projects be brought to the Board for final approval after City Council approves the Tourism Advisory Board budget. It was discussed that a matrix would be completed for each project before it could be approved.

d) Consider Opportunities for Fiscal Year 2010-2011 Projects

(1) Volleypalooza – August, 2011

Duane Smith advised that the Application Review Subcommittee recommended funding up to \$7,500 for this event. This would be a reimbursement of funds. Board Member May stated that Coach Thompson had stepped up and met their obligations because he had already booked fifty-five hotel rooms locally. The event is scheduled for August, 2011.

MOTION: Board Member May made a motion to approve funding of the Leander Independent School District Volleypalooza in the amount of \$7,500. Board Member Brooks seconded the motion. Motion passed unanimously, 5-0, with two absent.

e) Excuse the Absence of Secretary Olguin from the Regular Called Tourism Board Meeting of June 6, 2011.

MOTION: Board Member McLaughlin made a motion to excuse the absence of Secretary Olguin from the Regular Called Tourism Board Meeting of June 6, 2011. Board Member May seconded the motion. Motion passed unanimously, 5-0, with one absent and Secretary Olguin abstained.

f) Excuse the Absences of Board Member McLaughlin and Board Member Schoen from the Special Called Tourism Board Budget Workshop of June 27, 2011.

MOTION: Secretary Olguin made a motion to excuse the absences of Board Members McLaughlin and Schoen from the Special Called Tourism Board Budget Workshop of June 27, 2011. Board Member May seconded the motion. Motion passed unanimously, 5-0, with one absent and Board Member Schoen abstained.

Item 6.a.6 was brought up out of order. See Item 6.a.6.

7) Staff Closing Comments.

Duane Smith advised that the next meeting will be Monday, August 1, 2011.

8) Board Members Closing Comments

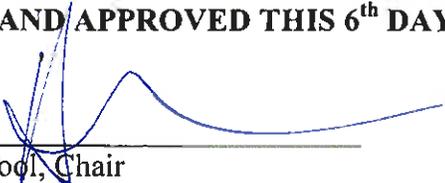
Board Member May stated that he appreciated the budget discussion held tonight.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, August 1st, 2011 at 6:30 P.M. at the Cedar Park Public Library.

9) Adjournment.

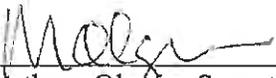
Chair O'Tool adjourned the meeting at 8:15 PM.

PASSED AND APPROVED THIS 6th DAY OF SEPTEMBER, 2011.



Alain O'Tool, Chair

ATTESTED BY:



Matthew Olgun, Secretary



MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, AUGUST 1, 2011 AT 6:30 PM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|---|
| <input type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input type="checkbox"/> Robert Schoen, Place Seven |

- 1) **CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.**
Vice Chair Kirkland called the meeting to order at 6:30 PM with four members present. Chair O'Tool, Board Member McLaughlin and Board Member Schoen were absent.

- 2) **Board Members Opening Comments.** *None.*

- 3) **Citizen Communications.** *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*
None.

- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) July 18, 2011 Special Called Meeting
This item was tabled to the September meeting because Vice Chair Kirkland had been absent at the July meeting and there would not be a quorum if he abstained from the vote.

- 5) **Discussion Only.**
 - a) **Finance Report.** *None.*

- 6) **Discussion and Possible Action.**
 - a) **Convention and Visitors Bureau Update, Katie Krampitz, Manager.**
Katie Krampitz provided a quarterly update. She went over the leads received, lead trends, bulk distributions, Wine and Arts Festival, website and social media. The Wine and Arts Festival is moving forward, but planning will take approximately thirteen months. The website launched last Monday. Katie Krampitz advised that she and Amy Stevens were working on the social media. The blog needs work.

Items 6.b and 6.c were called up together.

b) Cedar Park Tourism Marketing and Advertising Update, Amy Stevens, GoBeyondMarketing.

Amy Stevens made a presentation. She advised that they are focusing on the Austin Steam Train Association Stay & Play advertising. She distributed a handout of the ad. She provided updates on the current advertising, the June newsletter and the June baseline website statistics. She reviewed the upcoming marketing activities and the events in August and September.

c) Update on Cedar Park Fun Web Site Redesign, Amy Stevens.

Amy Stevens opened the redesigned website (www.cedarparkfun.com) and displayed the ease of navigating to the different features. She explained that events can be submitted by the general public, but they must meet the requirements shown on the submittal page.

d) Excuse the Absence of Vice Chair Mel Kirkland from the Special Called Tourism Board Meeting of July 18, 2011.

This item was tabled to the September meeting.

7) Staff Closing Comments.

Duane Smith asked the Board if there was an interest in changing their meeting day for the 2012 calendar. It could be considered at the September or October meeting.

8) Board Members Closing Comments

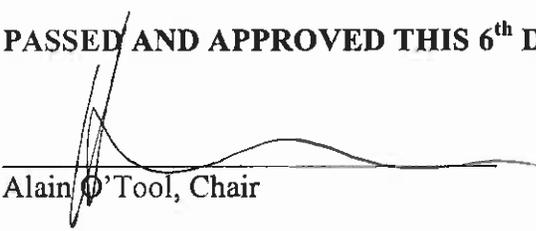
None.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, September 6, 2011 at 6:30 P.M. at the Cedar Park Public Library.

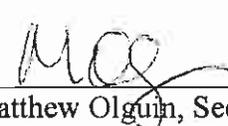
9) Adjournment.

Vice Chair Kirkland adjourned the meeting at 7:14 PM.

PASSED AND APPROVED THIS 6th DAY OF SEPTEMBER, 2011.


Alain O'Tool, Chair

ATTESTED BY:


Matthew Olgun, Secretary



**MINUTES
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

TUESDAY, SEPTEMBER 6, 2011 AT 6:30 PM

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|--|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |

- 1) **CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:30 PM with five members present. Board Member May arrived during Item 2. Board Member McLaughlin was absent.
- 2) **Board Members Opening Comments.**
Chair O'Toole thanked all emergency responders that have worked with the Central Texas fires.
- 3) **Citizen Communications.** *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections) None.*
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) July 18, 2011 Special Called Meeting.
MOTION: Board Member Schoen made a motion to approve the minutes from the July 18, 2011 Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.
 - b) August 1, 2011 Regular Called Meeting.
MOTION: Board Member Brooks made a motion to approve the minutes from the August 1, 2011 Tourism Advisory Board meeting as presented. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 6-0, with one absent.
- 5) **Discussion Only.**
 - a) Finance Report - Summary of FY 2010-2011 Tourism Revenues, Expenditures, and Fund Balance, Aaron Rector, Budget Manager.
Aaron Rector, Budget Manager, provided an update through August 2011.

6) Discussion and Possible Action.

a) Post-Event Report –Volleypalooza.

Duane Smith, Tourism and Community Development Manager, advised that Coach Thompson had a scheduling conflict and was not able to attend the meeting. The first annual Leander Independent School District (LISD)/Rouse High School Volleypalooza Volleyball Tournament was held August 25th through August 27th. It was highly successful. Participants were interested in signing up for next year's tournament. "Welcome" posters were put in the hotels and ads in the official program. At least sixty-seven rooms were booked for two nights by tournament participants. The teams ate lunch and dinner at local restaurants and three teams went to the movies on Thursday and Friday evenings. Coach Thompson plans to get feedback from the other coaches and try to determine how much money the teams spent while in Cedar Park. Coach Thompson signed an agreement with the Tourism Advisory Board which defined the terms required to receive reimbursement. Duane Smith advised that the reimbursement requirements had been met and Coach Thompson had requested that the payment be processed.

MOTION: Board Member May made a motion to approve the reimbursement of \$7,500 towards the Volleypalooza Volleyball Tournament. Board Member Kirkland seconded the motion. Motion passed unanimously, 6-0, with one absent.

b) Consider Establishing a Cedar Park Fun Club to Assist in Tourism Promotions.

Board Member May advised that there was a need for more engagement online. He has talked with TravelZoo.com representatives. They work with hotels and restaurants. Chair O'Tool wanted to know how it worked and the buy-in cost. Board Member May stated that a person would log in and there was no cost involved. He suggested that it be integrated in with the website.

There was discussion among the Board concerning the benefits of using TravelZoo.com. The monthly brochure sent out by the Convention Visitors Bureau (CVB) and the website both contain coupons. Duane Smith advised that it would provide another method of data collection. Chair O'Tool advised staff that because there was no cost involved, staff had the support of the Board to move forward.

The Chair called up Items 6.c and 6.d together.

c) Consider Meeting Dates for Calendar Year 2012.

Duane Smith advised the Board that there were very few choices available left to shift the monthly meeting date to. There was discussion among the Board concerning the benefit of changing meeting days. The Board requested that staff find out if the Cedar Park Public Library Council Chambers were available on the fourth Tuesday of each month. Duane Smith advised that he would research this and put it on next month's agenda.

d) Consider Revision to Rules and Procedures to Reflect Change in Meeting Date.

Duane Smith advised that an amendment to the Rules and Procedures would be necessary if the Board decides to change the meeting dates from the first Monday to a different day. No action was taken on this item.

e) Election of Officers for Fiscal Year 2011-2012.

Duane Smith advised that the terms of office expire in July. He suggested that the election be done in September.

Vice Chair Kirkland presided over the meeting for the election of the Chair.

i) Chair.

NOMINATION: Vice Chair Kirkland moved to nominate Board Member Alain O'Tool for Chair. Board Member Schoen seconded the motion. Board Member O'Tool accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member O'Tool was elected Chair.

Chair O'Tool resumed as Chair.

ii) Vice-Chair.

NOMINATION: Chair O'Tool moved to nominate Board Member Mel Kirkland. Board Member May seconded the motion. Board Member Kirkland accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Kirkland was elected Vice Chair.

iii) Secretary.

NOMINATION: Board Member May moved to nominate Board Member Matthew Olguin for Secretary. Board Member Schoen seconded the motion. Board Member Olguin accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Olguin was elected Secretary.

f) Upcoming Events – Katie Krampitz, Convention and Visitors Bureau (CVB) Manager.
Katie Krampitz handed out a listing of Cedar Park Events for September and October. She also provided a copy of the "Texas Events Calendar – Fall 2011". Cedar Park events were featured for the first time in this edition. It is distributed throughout all of the Chambers and CVB's at no cost. Approximately 75,000 copies will be distributed in the next quarter.

Secretary Olguin suggested that "Skate the RAT (Regional Amateur Tour)" event be promoted. It will be held on October 8th at Brushy Creek Sports Park. They bring their own film crew and photographers. The event is free for spectators.

g) Excuse Absences from Tourism Board Meetings.

i) Vice Chair Mel Kirkland from the Special Called Meeting of July 18, 2011.

MOTION: Secretary Olguin made a motion to excuse the absence of Vice Chair Kirkland from the Special Called Meeting of July 18, 2011. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.

ii) Chair O'Tool, Board Member McLaughlin and Board Member Schoen from the Regular Called Meeting of August 1, 2011.

MOTION: Vice Chair Kirkland made a motion to excuse the absences of Board Member McLaughlin and Board Member Schoen from the Regular Called Meeting of August 1, 2011. Board Member May seconded the motion. Motion passed unanimously, 6-0, with one absent.

7) Staff Closing Comments.

Duane Smith restated that he will research the availability of the Library Council Chambers on the fourth Tuesday of the month. He will also bring an amendment to the Rules and Procedures to reflect the change.

8) Board Members Closing Comments

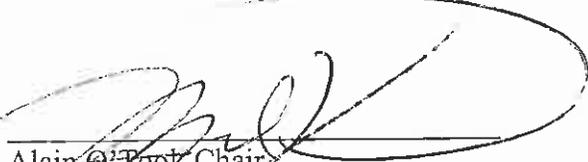
Chair O'Tool asked how to direct citizens to submit events on the Cedar Park Fun website. Katie Krampitz advised that there are directions on the webpage.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, October 3, 2011 at 6:30 P.M. at the Cedar Park Public Library.

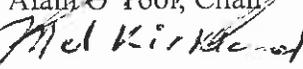
9) Adjournment.

Vice Chair Kirkland adjourned the meeting at 7:40 PM.

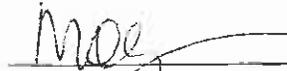
PASSED AND APPROVED THIS 3RD DAY OF OCTOBER, 2011.



Alain O'Toole, Chair



ATTESTED BY:



Matthew O'Guin, Secretary



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

MONDAY, OCTOBER 3, 2011 AT 6:30 PM

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|---|
| <input checked="" type="checkbox"/> Alain O'Tool, Place Three, Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input type="checkbox"/> Robert Schoen, Place Seven |
| <input type="checkbox"/> Wayne Brooks, Place Four | |

1) CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.

Chair O'Tool called the meeting to order at 6:30 PM with four members present. Board Members Brooks, May and Schoen were absent.

2) Board Members Opening Comments.

a) Announcement By Alain O'Tool, Chair (Place 3)

Chair O'Tool announced that she was resigning from the Tourism Advisory Board in order to accept an appointment to the Planning and Zoning Commission.

Chair O'Tool stepped down from the dais. Vice Chair Kirkland presided over the meeting.

b) Welcome New Board Member (Place 3)

Vice Chair Kirkland introduced Patricia Yore. She was appointed to the Tourism Advisory Board on September 22, 2011.

3) Citizen Communications. *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)*

Michael McCloskey made a presentation concerning the Texas Advertising Connection (TAC) through Time Warner Cable. He advised that it was affordable and would reach local and broad markets. A presentation was made last week at a City Council meeting.

4) Approval of Minutes of the Tourism Board Meetings.

a) September 6, 2011 Regular Called Meeting.

MOTION: Secretary Olguin made a motion to approve the minutes from the September 6, 2011 Tourism Advisory Board meeting as presented. Board Member McLaughlin seconded the motion. Motion passed unanimously, 4-0, with three absent.

Items 5a and 5b were called up together.

5) Discussion Only.

a) Discuss Adjustment To 2011-12 Budget To Accommodate Participation City Hall Expenses (Josh Selleck-Finance Director)

Josh Selleck, Finance Director, introduced Aaron Rector, Budget Manager, to the Board. Aaron Rector reviewed the revenues and expenditures. Vice Chair Kirkland stated that it was confusing without line item details. He requested that finance look at past budgets and hotel occupancy rates to determine more accurate projections.

b) Finance Report - Summary of FY 2010-2011 Tourism Revenues, Expenditures, and Fund Balance, Aaron Rector, Budget Manager.

Josh Selleck explained the budget adjustment needed for the City Hall finish-out project. There will be a Visitor Center area provided at the new City Hall. The Board's budget currently includes payment office lease space. The Board was asked to contribute \$139,000 towards the project in lieu of an office lease. No action was required.

6) Discussion and Possible Action.

a) Reconsider Request For Funding For Billboards For Center Park Center

This item was postponed as Board Member McLaughlin needed to recuse himself and if he left the dais, there would not be a quorum present.

b) Consider Meeting Dates for Calendar Year 2012.

Duane Smith stated that this item was on last month's agenda. He advised that the fourth Tuesday of the month was available. He had received an email from Board Member Schoen stating that he would support rescheduling to that day.

MOTION: Secretary Olguin made a motion to move the regularly scheduled Tourism Advisory Board meeting to the fourth Tuesday of each month beginning January 2012. Board Member Yore seconded the motion. Motion passed unanimously, 4-0, with three absent.

c) Consider Revision to Rules and Procedures to Reflect Change in Meeting Date.

Duane Smith advised that an amendment to the Rules and Procedures was necessary since the Board decided to change the meeting dates from the first Monday of each month to the fourth Tuesday of each month. The amendment presented was:

Rules and Procedures, Tourism Advisory Board

"Rule 1.1. Regular Meetings. Regular meetings of the Tourism Advisory Board will be held on the ~~first Monday~~ fourth Tuesday of each month, beginning at 6:30 p.m."

MOTION: Board Member Yore made a motion to accept revisions to the Rules and Procedures as presented above by staff. Board Member McLaughlin seconded the motion. Motion passed unanimously, 4-0, with three absent.

d) Upcoming Events – Katie Krampitz, Tourism Services Manager.

i) Events and Activities

ii) Restaurant Guide

Katie Krampitz, Tourism Services Manager, handed out the restaurant guide. She advised that Amy Stevens had assisted with the guide. Katie Krampitz advised that she will be handling Facebook and Twitter. Secretary Olguin requested that the "Skate the Rat" event be included in advertising.

e) Consider Process For Revisions And Updates To Strategic Plan

Duane Smith provided a copy of the City Council Strategic Map. He requested input from the Board as to whether they wanted to work on this item during a regularly scheduled meeting, by creating a subcommittee, or by scheduling a workshop. He suggested that discussion on this item be postponed until the next meeting due to Board Member absences.

f) Excuse Absences from Tourism Board Meetings.

i) Board Member McLaughlin from the Regular Called Meeting of September 6, 2011.

This item was postponed.

7) Staff Closing Comments.

Duane Smith welcomed Patricia Yore to the Board.

8) Board Members Closing Comments

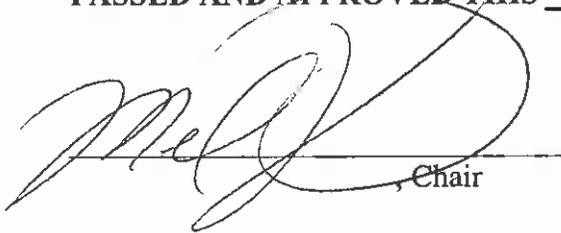
Vice Chair Kirkland welcomed Patricia Yore to the Board. Board Member McLaughlin thanked Alain O'Tool for her energy while serving on the Board.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, November 7, 2011 at 6:30 P.M. at the Cedar Park Public Library.

9) Adjournment.

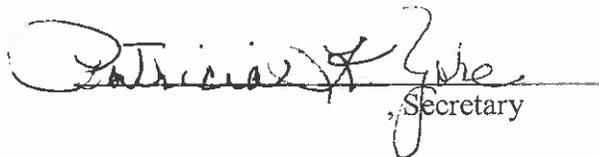
Vice Chair Kirkland adjourned the meeting at 7:13 PM.

PASSED AND APPROVED THIS 7th DAY OF November, 2011.



Chair

ATTESTED BY:



Secretary



**MINUTES
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

THURSDAY, OCTOBER 13, 2011 AT 6:30 PM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|--|
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Patricia Yore, Place Three | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | |

- 1) **CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.**
Vice Chair Kirkland called the meeting to order at 6:30 PM with four members present. Board Member May arrived at the beginning of Item 5 at 6:33 PM. Board Member Brooks arrived during Item 5 at 6:34 PM. Board Member McLaughlin was absent.
- 2) **Board Members Opening Comments.** *None.*
- 3) **Citizen Communications.** *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections). None.*
- 4) **Discussion Only (No Items).**
- 5) **Discussion and Possible Action.**
 - a) **Reconsider Request For Funding For Billboards For Center Park Center**
Duane Smith, Tourism and Community Development Manager, advised that the original application from the Cedar Park Center was vague. It was hard to determine if it met the required guidelines. It was revised which made the intent clearer.

Kevin Grove, Cedar Park Center, made a presentation to the Board. He provided an updated request for funding billboards. The billboards would be located on IH 35 in the San Marcos area (southbound) and in the Belton area (northbound). The Cedar Park Center polled the hotels immediately after recent events and determined that hotel occupancy did increase during the events. They were able to get geocodes from Ticketmaster zip codes. Ticketmaster is the contracted ticketing agent. The billboards would highlight Cedar Park Fun with the tag line. They requested a total funding of \$34,000 which included \$9,000 already approved for Fiscal Year (FY) 2012, \$20,000 not spent in FY 2011, and \$5,000 additional funding. The billboard campaign was changed from one year to nine months.

Duane Smith advised the Board that the \$20,000 for FY 2011 had technically expired and was not part of the fund balance. There was much discussion among the Board concerning ways to track results. Duane Smith advised that he and Katie Krampitz were working on obtaining an 800 number for Tourism. They may be able to coordinate with the Cedar Park Center. He advised that if the Board approved the project, he would work with the finance department to determine whether the funds should be paid out of the contingency funds or out of fund balance since it is a one-time expenditure.

MOTION: Board Member Schoen made a motion to approve funding \$25,000 for outdoor advertising/billboards for Cedar Park Center contingent upon providing a tracking method such as an url address or 800 number on the signs. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.

b) Excuse Absences from Tourism Board Meetings.

i) Board Member McLaughlin from the Regular Called Meeting of September 6, 2011.

MOTION: Board Member Schoen made a motion to excuse Board Member McLaughlin's absence from the Regular Called Meeting of September 6, 2011. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.

ii) Board Member Schoen, Board Member Brooks and Board Member May from the Regular Called Meeting of October 3, 2011

MOTION: Secretary Olguin made a motion to excuse Board Member Schoen's absence from the Regular Called Meeting of October 3, 2011. Board Member May seconded the motion. Motion passed as follows:

*Yes: Olguin, May, Brooks, Kirkland, Yore
No: None
Abstain: Schoen
Absent: McLaughlin*

MOTION: Board Member Schoen made a motion to excuse Board Member Brooks' absence from the Regular Called Meeting of October 3, 2011. Secretary Olguin seconded the motion. Motion passed as follows:

*Yes: Schoen , Olguin, May, Kirkland, Yore
No: None
Abstain: Brooks
Absent: McLaughlin*

MOTION: Secretary Olguin made a motion to excuse Board Member May's absence from the Regular Called Meeting of October 3, 2011. Secretary Yore seconded the motion. Motion passed as follows:

*Yes: Schoen , Olguin, Kirkland, Yore, Brooks
No: None
Abstain: May
Absent: McLaughlin*

6) Staff Closing Comments.

Duane Smith advised that election of officers will be on the November 7th agenda.

7) Board Members Closing Comments

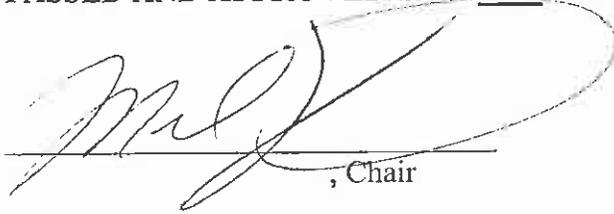
Board Member May asked if the Board would have a final review of the tracking method. Duane Smith advised that he will provide a status report.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, November 7, 2011 at 6:30 P.M. at the Cedar Park Public Library.

8) Adjournment.

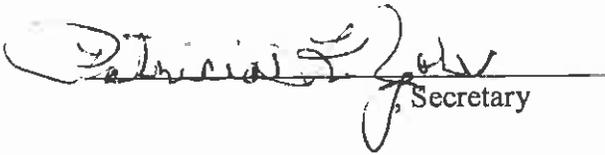
Vice Chair Kirkland adjourned the meeting at 7:15 PM.

PASSED AND APPROVED THIS 7th DAY OF November, 2011.



, Chair

ATTESTED BY:



, Secretary



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

THURSDAY, NOVEMBER 7, 2011 AT 6:30 PM

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- Mel Kirkland, Place One, Vice Chair
- Patricia Yore, Place Three
- Rick McLaughlin, Place Five
- Matthew Olguin, Place Two, Secretary
- Elijah May, Place Six
- Wayne Brooks, Place Four
- Robert Schoen, Place Seven

1) CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.

Vice Chair Kirkland called the meeting to order at 6:30 PM with six members present. Board Member May was absent.

2) Board Members Opening Comments.

a) Recognition of Alain O'Tool

Vice Chair Kirkland presented a plaque to former Chair, Alain O'Tool, as recognition of her contribution to the Board. Alain O'Tool advised that she had enjoyed working with the members of the Board.

3) Citizen Communications. *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections). None.*

4) Approval of Minutes of the Tourism Board Meetings.

a) October 3, 2011 Regular Called Meeting.

MOTION: Board Member Yore made a motion to approve the minutes from the October 3, 2011 Tourism Advisory Board meeting as presented. Board Member Schoen seconded the motion. Motion passed unanimously, 6-0, with one absent.

b) October 13, 2011 Special Called Meeting

MOTION: Board Member Yore made a motion to approve the minutes from the October 13, 2011 Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.

5) Election Of Officers

Duane Smith, Tourism and Community Development Manager, advised that officers were elected in October, but the Chair's seat is now vacant. The other officer positions were included in case they were left vacant when the Chair's position was filled.

a) Chair

NOMINATION: Rick McLaughlin moved to nominate Board Member Mel Kirkland for Chair. Board Member Yore seconded the motion. Board Member Kirkland accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Kirkland was elected Chair.

b) Vice-Chair

NOMINATION: Board Member Brooks moved to nominate Board Member Matthew Olguin. Chair Kirkland seconded the motion. Board Member Olguin accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Olguin was elected Vice Chair.

c) Secretary

NOMINATION: Board Member McLaughlin moved to nominate Board Member Patricia Yore for Secretary. Vice Chair Olguin seconded the motion. Board Member Yore accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Yore was elected Secretary.

6) Presentations

a) Overview of Proposed Educational and Entrepreneurship Conference, James Weddle, GroupCharger

James Weddle, co-Founder of GroupCharger.com, provided a summary of "The Innovation in Education Conference" to the Board. The Board asked whether GroupCharger was a non-profit or for-profit company. He was advised that the Board can only assist non-profits. He responded that GroupCharger was not a non-profit. Chairman Kirkland noted that an application would be necessary for the Board to consider any funding assistance for the event.

7) Discussion and Possible Action.

a) Historical Review of Hotel Tax Receipts, Programs, Projects and Expenditures, Aaron Rector, Budget Manager

Aaron Rector made a presentation summarizing the Historical Spending of the Tourism Advisory Board. He provided an overview of revenues and expenditures since Fiscal Year 2005-2006.

b) Consider Adoption of A Resolution Amending the Rules and Procedures To Revise the Regular Meeting Date

MOTION: Vice Chair Olguin made a motion to adopt the Resolution amending the Rules and Procedures to revise the regular meeting date from the first Monday to the fourth Tuesday of each month as presented. Board Member Schoen seconded the motion. Motion passed unanimously, 6-0, with one absent.

c) Report On Meeting With Hotel Association From Marketing Subcommittee

Duane Smith advised the Board that on October 19th, the Marketing Subcommittee met with members of the Cedar Park Lodging Association to discuss options and opportunities for joint or coordinated efforts. Katie Krampitz and Amy Stevens also attended the meeting. There was a good exchange of information. He stated that it was a productive meeting that focused on advertising and marketing. Vice Chair Olguin advised that zip codes would be provided by the hotels for their Summer 2011 customers. Staff will provide a "Things to Do" guide, develop the Cedar Park Fun Club further, revisit opportunities to enhance the wedding market in the Cedar

Park area, develop a promo code to use with special offers, and develop enhanced communication methods with the hotels.

d) Consider Process For Revisions And Updates To Strategic Plan

Duane Smith advised that it was time to begin revisions and updates to the Tourism Board's Strategic Plan to reflect the City Council's recently amended Strategic Map. He offered two options: 1) appointment of a subcommittee to meet with staff and develop recommendations of additions and revisions to present to the Board; and 2) Schedule a workshop for the entire Board to attend. Chair Kirkland, Board Member McLaughlin, and Board Member Brooks volunteered for the subcommittee.

MOTION: Chair Kirkland made a motion to create a subcommittee consisting of Chair Kirkland, Board Member McLaughlin, and Board Member Brooks to review the process for revisions, and updates to the Strategic Plan. Board Member McLaughlin seconded the motion. Motion passed unanimously, 6-0, with one absent.

e) Consider Subcommittee Members

i) Marketing and Advertising (May and Olguin)

ii) Hotel and Lodging Association (Brooks and McLaughlin)

iii) Applications, Procedures and Projects (Schoen and Kirkland)

The Board Subcommittee Members remained the same with the following exception: Board Member Yore will replace Chair Kirkland on the Applications, Procedures and Projects Subcommittee.

f) Review Upcoming Events – Katie Krampitz, Tourism Services Manager.

i) Events and Activities

Katie Krampitz provided a copy of the November Cedar Park Events list that was distributed to all the hotels. She advised that the new brochure is almost done. The hoteliers have advised that they prefer the event list to an event calendar.

g) Excuse Absences from Tourism Board Meetings.

(Items may be voted on individually at the discretion of the Chair)

i) Board Members Brooks, May, and Schoen from the Regular Called Meeting of October 3, 2011.

This item was approved on October 13, 2011.

ii) Board Member McLaughlin from the Special Called Meeting of October 13, 2011

This item was postponed.

8) Staff Closing Comments.

Duane Smith advised that work on the Strategic Plan needs to begin as soon as possible.

9) Board Members Closing Comments None.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, December 5, 2011 at 6:30 P.M. at the Cedar Park Public Library.

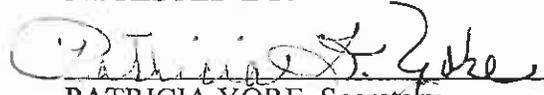
10) Adjournment.

Chair Kirkland adjourned the meeting at 7:25 PM.

PASSED AND APPROVED THIS 5th DAY OF December, 2011.


MEL KIRKLAND, Chair

ATTESTED BY:


PATRICIA YORE, Secretary



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

WEDNESDAY, NOVEMBER 7, 2011 AT 6:30 PM

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|---|
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Vice Chair | |
| <input checked="" type="checkbox"/> Patricia Yore, Place Three | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Secretary | <input type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |

1) CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.

Vice Chair Kirkland called the meeting to order at 6:30 PM with six members present. Board Member May was absent.

2) Board Members Opening Comments.

a) Recognition of Alain O'Tool

Vice Chair Kirkland presented a plaque to former Chair, Alain O'Tool, as recognition of her contribution to the Board. Alain O'Tool advised that she had enjoyed working with the members of the Board.

3) Citizen Communications. *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections). None.*

4) Approval of Minutes of the Tourism Board Meetings.

a) October 3, 2011 Regular Called Meeting.

MOTION: Board Member Yore made a motion to approve the minutes from the October 3, 2011 Tourism Advisory Board meeting as presented. Board Member Schoen seconded the motion. Motion passed unanimously, 6-0, with one absent.

b) October 13, 2011 Special Called Meeting

MOTION: Board Member Yore made a motion to approve the minutes from the October 13, 2011 Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.

5) Election Of Officers

Duane Smith, Tourism and Community Development Manager, advised that officers were elected in October, but the Chair's seat is now vacant. The other officer positions were included in case they were left vacant when the Chair's position was filled.

a) Chair

NOMINATION: Rick McLaughlin moved to nominate Board Member Mel Kirkland for Chair. Board Member Yore seconded the motion. Board Member Kirkland accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Kirkland was elected Chair.

b) Vice-Chair

NOMINATION: Board Member Brooks moved to nominate Board Member Matthew Olguin. Chair Kirkland seconded the motion. Board Member Olguin accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Olguin was elected Vice Chair.

c) Secretary

NOMINATION: Board Member McLaughlin moved to nominate Board Member Patricia Yore for Secretary. Vice Chair Olguin seconded the motion. Board Member Yore accepted the nomination. There were no other nominations. The motion passed 6-0, with one absent. Board Member Yore was elected Secretary.

6) Presentations

a) Overview of Proposed Educational and Entrepreneurship Conference, James Weddle, GroupCharger

James Weddle, co-Founder of GroupCharger.com, provided a summary of "The Innovation in Education Conference" to the Board. The Board asked whether GroupCharger was a non-profit or for-profit company. He was advised that the Board can only assist non-profits. He responded that GroupCharger was not a non-profit. Chairman Kirkland noted that an application would be necessary for the Board to consider any funding assistance for the event.

7) Discussion and Possible Action.

a) Historical Review of Hotel Tax Receipts, Programs, Projects and Expenditures, Aaron Rector, Budget Manager

Aaron Rector made a presentation summarizing the Historical Spending of the Tourism Advisory Board. He provided an overview of revenues and expenditures since Fiscal Year 2005-2006.

b) Consider Adoption of A Resolution Amending the Rules and Procedures To Revise the Regular Meeting Date

MOTION: Vice Chair Olguin made a motion to adopt the Resolution amending the Rules and Procedures to revise the regular meeting date from the first Monday to the fourth Tuesday of each month as presented. Board Member Schoen seconded the motion. Motion passed unanimously, 6-0, with one absent.

c) Report On Meeting With Hotel Association From Marketing Subcommittee

Duane Smith advised the Board that on October 19th, the Marketing Subcommittee met with members of the Cedar Park Lodging Association to discuss options and opportunities for joint or coordinated efforts. Katie Krampitz and Amy Stevens also attended the meeting. There was a good exchange of information. He stated that it was a productive meeting that focused on advertising and marketing. Vice Chair Olguin advised that zip codes would be provided by the hotels for their Summer 2011 customers. Staff will provide a "Things to Do" guide, develop the Cedar Park Fun Club further, revisit opportunities to enhance the wedding market in the Cedar

Park area, develop a promo code to use with special offers, and develop enhanced communication methods with the hotels.

d) Consider Process For Revisions And Updates To Strategic Plan

Duane Smith advised that it was time to begin revisions and updates to the Tourism Board's Strategic Plan to reflect the City Council's recently amended Strategic Map. He offered two options: 1) appointment of a subcommittee to meet with staff and develop recommendations of additions and revisions to present to the Board; and 2) Schedule a workshop for the entire Board to attend. Chair Kirkland, Board Member McLaughlin, and Board Member Brooks volunteered for the subcommittee.

MOTION: Chair Kirkland made a motion to create a subcommittee consisting of Chair Kirkland, Board Member McLaughlin, and Board Member Brooks to review the process for revisions, and updates to the Strategic Plan. Board Member McLaughlin seconded the motion. Motion passed unanimously, 6-0, with one absent.

e) Consider Subcommittee Members

i) Marketing and Advertising (May and Olguin)

ii) Hotel and Lodging Association (Brooks and McLaughlin)

iii) Applications, Procedures and Projects (Schoen and Kirkland)

The Board Subcommittee Members remained the same with the following exception: Board Member Yore will replace Chair Kirkland on the Applications, Procedures and Projects Subcommittee.

f) Review Upcoming Events – Katie Krampitz, Tourism Services Manager.

i) Events and Activities

Katie Krampitz provided a copy of the November Cedar Park Events list that was distributed to all the hotels. She advised that the new brochure is almost done. The hoteliers have advised that they prefer the event list to an event calendar.

g) Excuse Absences from Tourism Board Meetings.

(Items may be voted on individually at the discretion of the Chair)

i) Board Members Brooks, May, and Schoen from the Regular Called Meeting of October 3, 2011.

This item was approved on October 13, 2011.

ii) Board Member McLaughlin from the Special Called Meeting of October 13, 2011

This item was postponed.

8) Staff Closing Comments.

Duane Smith advised that work on the Strategic Plan needs to begin as soon as possible.

9) Board Members Closing Comments None.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, December 5, 2011 at 6:30 P.M. at the Cedar Park Public Library.

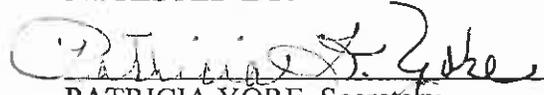
10) Adjournment.

Chair Kirkland adjourned the meeting at 7:25 PM.

PASSED AND APPROVED THIS 5th DAY OF December, 2011.


MEL KIRKLAND, Chair

ATTESTED BY:


PATRICIA YORE, Secretary



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
BUDGET WORKSHOP**

MONDAY, December 5, 2011 AT 6:30 PM

Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|---|---|
| <input checked="" type="checkbox"/> Mel Kirkland, Place One, Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input checked="" type="checkbox"/> Elijah May, Place Six |
| <input checked="" type="checkbox"/> Patricia Yore, Place Three, Secretary | <input checked="" type="checkbox"/> Robert Schoen, Place Seven |
| <input checked="" type="checkbox"/> Wayne Brooks, Place Four | |

- 1) **CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.**
Chair Kirkland called the meeting to order at 6:30 PM with five members present. Vice Chair Olguin was absent. Board Member Schoen arrived at 6:34 PM during Item 5b.
- 2) **Board Members Opening Comments.** *None.*
- 3) **Citizen Communications.** *(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections). None.*
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) **November 7, 2011 Regular Called Meeting.**
MOTION: Board Member McLaughlin made a motion to approve the minutes from the November 5, 2011 Tourism Advisory Board meeting as presented. Board Member May seconded the motion. Motion passed unanimously, 5-0, with two absent.
- 5) **Presentations**
 - a) **Post-Event Report on Volleypalooza Event – Jacob Thompson.**
This item was postponed.
 - b) **Pre-event Project Review Regarding Cedar Fest – Harold Dean**
Harold Dean, Cedar Park Chamber of Commerce, discussed the changes planned for the Cedar Park Fest. It is scheduled for March 23-24, 2012 at the YMCA. The number of booths and music venues has been scaled back from last year. They are focusing more on the barbecue cook-off. Their goal is to have eighty cook-off teams.

There were questions from the Board asking for clarification of some of the statements. Board Member McLaughlin asked if the funding request was to be reduced since the event was down-sized. Several Board Members stated that they needed him to be able to track the number of hotel

stays attributed to the event. Duane Smith, Community Development and Tourism Manager, advised that based on the Project Agreement, they must meet their goals to receive any funding from the Board. They may need to update their application if the event changes have been significant. It was suggested that an updated application be provided at the January 24th meeting.

6) Discussion and Possible Action.

a) Provide Summary Of FY 2010-2011 Budget Revenues, Expenditures and Fund Balance, Aaron Rector, Budget Manager.

Aaron Rector, Budget Manager, provided an end of the year report to the Board. He stated that the budget was unaudited, but he did not expect the numbers to change much. They had collected 141.7% over the anticipated budget.

b) Consider Subcommittee Report On Revisions To The Strategic Plan

Duane Smith advised that the subcommittee consisted of Chair Kirkland, Board Member McLaughlin and Board Member Brooks. They met with staff on November 21st and discussed the existing plan and reviewed the City Council's revised Strategic Map. Board Member McLaughlin advised that proposed revisions were made to reflect the second year of the plan and to expand on other goals. Chair Kirkland advised that the Board needs to remain in step with City Council goals. Duane Smith suggested that a final draft be presented at the January meeting for the Board to consider.

c) Consider Seminar With Representatives Of Texas Hotel and Lodging Association

Duane Smith advised the he has been in communication with the Texas Hotel and Lodging Association concerning a workshop/seminar. One of the discussion points needed would be the appropriate use of the hotel tax. He suggested that the workshop include the Tourism Advisory Board, staff, hoteliers, and possibly members from other Boards. Board Member Yore advised that educational opportunities are always a good thing. Board Member McLaughlin advised that the previous presentation on the hotel tax was very good. He advised that the Cedar Park Center could be considered as a meeting place if the date is available. Board Member Schoen advised that he thought a yearly review would be good. Charles Rowland, City Attorney, suggested that the presentation be recorded in order to build up a library of information. Board Member McLaughlin responded that they could set up the audio/visual equipment in the meeting room. The Board discussed planning the workshop on a date when there would be an event afterwards which could be attended by those at the workshop. Chair Kirkland advised that this would meet City Council Goal 5 by leveraging the Cedar Park Center.

d) Consider Liaison Designations With Various Boards, Commissions and Groups. (Kirkland)

Chair Kirkland advised that other Boards have liaisons with Boards. This would encourage synergy. Board Member McLaughlin requested that a brief overview of the different boards be included on the next agenda. Several other members agreed.

e) Review Upcoming Events – Katie Krampitz, Tourism Services Manager.

i) Events and Activities

ii) Special Promotions

Katie Krampitz provided a copy of the December Cedar Park Events list that was distributed to all the hotels. A copy of the new brochure was handed out. It looks much better and will be printed quarterly. She discussed the packet that is set out and the double promotion with the Stars

and Toros games. Board Member McLaughlin advised that there are three weekends in March when both teams play at the Cedar Park Center.

f) Excuse Absences from Tourism Board Meetings.

(Items may be voted on individually at the discretion of the Chair)

i) Board Member McLaughlin from the Special Called Meeting of October 13, 2011.

MOTION: Chair Kirkland made a motion to excuse Board Member McLaughlin from the Special Called meeting of October 13, 2011. Board Member Brooks seconded the motion. Motion passed unanimously, 6-0, with one absent.

ii) Board Member May from the Regular Called Meeting of November 7, 2011.

MOTION: Board Member McLaughlin made a motion to excuse Board Member May from the Regular Called meeting of November 7, 2011. Secretary Yore seconded the motion. Motion passed unanimously, 6-0, with one absent.

7) Staff Closing Comments.

Duane Smith reminded the Board that the meeting will be scheduled on the fourth Tuesday of the month in January.

8) Board Members Closing Comments

Chair Kirkland asked for information on a mobile app.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, January 24, 2012 at 6:30 P.M. at the Cedar Park Public Library.

10) Adjournment.

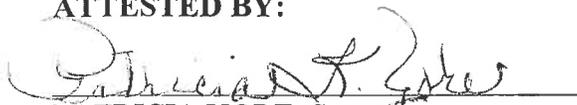
Chair Kirkland adjourned the meeting at 7:26 PM.

PASSED AND APPROVED THIS 24th DAY OF January, 2012.



MEL KIRKLAND, Chair

ATTESTED BY:



PATRICIA YORE, Secretary