CEDAR PARK

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, FEBRUARY 12, 2010 AT 8:00 AM
Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven
Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
Don Moore called the meeting to order at 8:02. All were present except for Robert Schoen, who arrived at 8:10am.

2) **Opening Comments**
Mike McCloskey announced that Candlewood Suites was now open. Don Moore welcomed Alain O'Tool to the Board.

3) **Citizen Communications**
Brandon Wright, the new Community Outreach Coordinator for the Austin Steam Train, introduced himself to the Board.

4) **Approval of Minutes**
   a) Consider Approval Of Minutes From The December 11, 2009 Regular Called Tourism Advisory Board Meeting.
   Mike McCloskey made a motion to approve the minutes from the December 11, 2009 meeting. Mel Kirkland seconded motion. Motion passed 6:0.

5) **Excuse Absences**
   a) Consider Excusing Board Member Robert Schoen's Absence From The December 11, 2009 Regular Called Tourism Advisory Board Meeting.
   Mel Kirkland made a motion to excuse Robert Schoen's absence from the December 11, 2009 meeting. Matthew Olguin seconded motion. Motion passed 6:0.

6) **Presentation**

a) Water Park Resort Project And Related Agreements with Cedar Park Land LP And AWPH Management LLC: Phil Brewer, Economic Director, City of Cedar Park

Phil Brewer gave an overview of the Water Park project and went over the phases and terms of the agreements with Schlitterbahn and the Water Park developers. General discussion followed regarding the impact that the Project will have on local hotel/motel occupancy taxes.

7) **Discussion Only**

a) Year-To-Date Revenue, Expenditures and Fund Balance For Fiscal Year 2009-2010 Budget: Aaron Rector, Budget Manager.

Aaron Rector went over expenditures, fund balance and local hotel/motel occupancy tax revenue history for the first quarter of Fiscal Year 2009-2010. He pointed out that revenues are down $52,546 from what was projected.

b) Monthly Report On Convention and Visitor Bureau Activities And Visitor Requests: Aimee George, Chamber of Commerce.

Aimee George told the Board that she coordinated a meeting between the hotels and the Cedar Park Center to discuss the possibility of bringing in a shuttle for large events. This would be an incentive to visitors. They plan on doing a trial run for one of the Cirque de Soleil Allegria shows. She also announced that she had updated the wedding facilities and hotel form to include new hotels. Ms. George announced that she had attended the Texas Association of Convention and Visitor Bureaus (TACVB) mid-winter conference with Melanie Carr. She also attended a Hill Country Trails meeting. She passed out a Save the Date flyer with upcoming events and activities.

c) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.

Amy Stevens displayed the new advertisements that have been created, including: Tour Texas web banner, San Antonio Magazine e-blast, Cedar Park Fun brochure, Southern Living Ad, and San Antonio Magazine ad. Ms. Stevens also announced that the first press release was sent out in January. She is working with Melanie Carr on putting on new ones each month. Ms. Stevens then went over leads and web enhancements. We have added a photo gallery, blog, sites of interest, new hotel logos and revised food guide with updated listings.

8) **Discussion and Possible Action**

a) Consider Recommendation To Fund Strategic Plan Development For Public Arts Board: Mark Lewis, Staff Liaison To Public Arts Board, City of Cedar Park.

Mark Lewis spoke to the Board about the new Public Arts Board and provided a synopsis of its purpose, background, and the first steps it will be undertaking including the creation of a strategic plan. Mark told the Board that the Public Arts Board members were just appointed and would be meeting in the near future. They plan to come back before the Tourism Board at a later time to seek assistance with funding the strategic plan.

b) Consider Recommendations Regarding Marketing Opportunities with Sporting Events and Sports Associations: Melanie Carr, Communications Manager, City of Cedar Park
Melanie Carr told the Board about a new Co-Op opportunity being offered to Convention and Visitor Bureaus in Texas. It is called Team Texas (soon to be called Sports Texas). Ms. Carr went over the different options we could participate in. Mike McCloskey made the motion recommending the City participate in the new website ($1,000), the National Association of Sports Commission conference ($750) and the Travel and event Management in Sports Conference ($3500). Charles Hamsa seconded the motion. Motion passed 5:2 with Don Moore and Mel Kirkland voting in opposition.

9) Closing Comments
Mel Kirkland would like to see copies of press releases from other cities. Don Moore said he gets copies and will provide. Charles Hamsa announced that he is looking forward to the City's Heritage Festival on April 10th.

10) Adjournment
Meeting was adjourned at 9:18am.

PASSED AND APPROVED THIS 12TH DAY OF MARCH 2010.

Don Moore, Tourism Board Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

CEDAR PARK

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, MARCH 12, 2010 AT 8:00 AM

Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven
Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

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

Don Moore called the meeting to order at 8:02. Absent from the meeting were Robert Schoen and Mel Kirkland.

2) Opening Comments

Mike McCloskey announced that Candlewood Suites was sold out for the night which is the first time since hotel opened. Don Moore congratulated him but said he has heard from other hoteliers that business is down as a result of new hotels opening. Charles Hamsa told the Board that he was wearing red as a sign of support for the military.

3) Citizen Communications

None.

4) Approval of Minutes

a) Consider Approval Of Minutes From The February, 2010 Regular Called Tourism Advisory Board Meeting.

Mike McCloskey pointed out that the word "not" needed to be changed to "now" in reference to his opening comment about Candlewood Suite was now open. Matthew Olguin made the motion to approve the minutes from the February 12, 2010 with the word correction. Mike McCloskey seconded motion. Motion passed 5:0.

5) Presentation

a) Update on Cedar Park Farmers Market Opening Event on March 27, 2010 at 1890 Ranch Shopping Center: Carla Jenkins, Farms to Market

Item tabled as Carla Jenkins was not present.

6) **Discussion Only**

a) Monthly Report On Convention and Visitor Bureau Activities And Visitor Requests: Aimee George, Chamber of Commerce.

Aimee George told the Board that a trial shuttle was done for one of the Cirque Du Soleil Saturday evening shows. 29 riders from the five hotels participated. At this point, the hoteliers are splitting the costs and will use it for special occasions. Ms. George announced that she had attended the Texas Association of Convention & Visitors Bureau's Oscar Blitz, the Texas Travel Institute Association's Unity Dinner, and is working with the Heritage Society in setting up their new website.

b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.

Amy Stevens displayed the new advertisements that have been created, including: Tour Texas web banner for March, the Texas Town and Cities ad for April, and a new ad for the San Antonio magazine to run in May. Ms. Stevens also announced that the latest press release was sent out and focused on inexpensive things to do around Cedar Park for Spring Break. Ms. Stevens then gave an update on Facebook activity and web enhancements and statistics.

c) Update on Agreement for Consulting Services with ConsultEcon for a Permanent Visitor Center with Museum Component

Melanie Carr notified the Board that an agreement has been signed with ConsultEcon, who is ready to begin its feasibility study.

7) **Discussion and Possible Action**

a) Consider Calling a Special-Called Tourism Advisory Board Meeting for the Purpose of Discussing Conceptual Details for a Possible Permanent Visitor Center with Museum Component with ConsultEcon.

Melanie Carr announced that ConsultEcon representatives could come to Cedar Park for a kickoff meeting on either March 24th, March 25th, March 29th, March 30th or April 9th and wanted to find out when the Board would like to meet with them. Don Moore announced he would not be able to attend the April 9th meeting. Matthew said he could not as well. Don Moore asked if we could cancel the regularly scheduled Tourism meeting on April 9th and replace it with this special called meeting. Melanie Carr indicated that the board could do so. Everyone one present said they could attend a meeting at 8am on March 25th. Mike McCloskey made a motion to hold a special called meeting on March 25th at 8am. Charles Hamsa seconded the motion. Motion passed 5:0.

8) **Closing Comments**

Mike McCloskey announced he is working with Harold Dean at the Chamber of Commerce to figure out how to fund costs to have Aimee Whitley-George attend the Travel and Event Management in Sports Conference (TEAMS) in October. Don Moore asked if the Tourism's board 10% funding to Public Arts was voted on for this budget year. Melanie Carr says that was a City Council decision and they did adopt it as a part of our budget. Don Moore said he would like to bring this back up for discussion during next round of budget talks for Fiscal Year 2010-2011.

9) Adjournment
Meeting was adjourned at 8:45am.

PASSED AND APPROVED THIS 25TH DAY OF MARCH 2010.

Don Moore, Tourism Board Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

CEDAR PARK

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, MARCH 12, 2010 AT 8:00 AM

Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613

BOARD MEMBERS

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Don Moore, Chairman, Place Five
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3) **Citizen Communications**
None.

4) **Approval of Minutes**
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9) **Adjournment**
Meeting was adjourned at 8:45am.

PASSED AND APPROVED THIS 25TH DAY OF MARCH 2010.

Don Moore, Tourism Board Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, May 14, 2010 AT 8:00 AM
Cedar Park Public Library, 550 Discovery Boulevard, Cedar Park, Texas 78613

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven
Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
Don Moore called the meeting to order at 8:01am. All present except for Matthew Olguin.

2) **Opening Comments**
Mike McCloskey thanked those who attended the Grand Opening for Candlewood Suites. Mr. McCloskey also congratulated the Texas Stars for entering the third round of playoffs. Charles Hamsa thanked Mr. McCloskey for the Grand Opening. Don Moore congratulated the Stars. Alain O'Tool mentioned that she had attended the Heritage Festival and it was a great event. She thanked Aimee Whitley-George for organizing the Tourism booth. Mrs. O'Tool also mentioned that she wrote a blog about the Heritage Festival which is on the www.cedarparkfun.com site.

3) **Citizen Communications**
None.

4) **Approval of Minutes**
   a) Consider Approval of Minutes from the March 25, 2009 Special Called Tourism Advisory Board Meeting.
   Mike McCloskey asked for a revision to minutes to better reflect his comments during discussion of Conceptual Details with ConsultEcon. Asked for this sentence "Mr. McCloskey suggested that we take into account all options, including the mixed use sites of the Cedar Park Center, Schlitterbahn, and other proposed developments, such as the Science Facility, and that we allow for flexibility for things the City may consider in the future" to be inserted. Mr. McCloskey then made the motion to approve minutes with above revision. Mel Kirkland seconded the motion. Motion passed 6:0.

5) **Excuse Absences**
   a) Consider Excusing Board Members Robert Schoen's and Mel Kirkland's Absences from the March 12, 2010 Regular Called Tourism Advisory Board Meeting.
   Mike McCloskey made a motion to excuse the absences of Robert Schoen and Mel Kirkland from the March 12th regular called meeting. Charles Hamsa seconded the motion. Motion passed 6:0.

b) Consider Excusing Board Member Robert Schoen's Absence from the March 25, 2010 Special Called Tourism Advisory Board Meeting.
Charles Hamsa made the motion to excuse Robert Schoen's absence from the March 25th special called meeting. Mike McCloskey seconded the motion. Motion passed 6:0.

6) Presentation

a) Update On Farmers Market in Cedar Park: Carla Jenkins, Farms to Market.
Carla Jenkins from Farms To Market presented an overview of the Farmers Market, including location, media coverage, and attendance. She also answered questions that the Board presented to her when she appeared before the Tourism Advisory Board in November 2009. Ms. Jenkins told the Board that she planned on submitting a request for funding through Hotel Occupancy Taxes (HOT funds) for Fiscal Year 2010-2011. Don Moore congratulated Ms. Jenkins on her success and suggested she try to determine where people are coming from via her Facebook site. Mike McCloskey also stated that it would be beneficial to the Board if she could determine if anyone is staying at hotels in the City for this event. Alain O'Tool asked Ms. Jenkins where she is currently advertising and offered her assistance if she needs contacts at cooking school for future events or demonstrations.

7) Discussion Only

a) Monthly Report on Convention and Visitor Bureau Activities And Visitor Requests: Aimee George, Chamber of Commerce.
Aimee Whitley-George told the Board about her efforts in organizing the Tourism floats and booth for the Heritage Festival and Parade. Ms. George informed the Board about an upcoming bass fishing tournament and AquaPalooza. She also mentioned that she is working with entities that host weddings, as this industry has not been as impacted as much as others have been during the economic downturn.

b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
Mrs. Stevens showed the Board new print and web advertisements. She reviewed press releases, blogs and Facebook activity since last meeting. Mrs. Stevens also discussed the enhancements that have been made to the website and went over statistics for the past month before previewing what she is working on for the month of May.

c) Year-To-Date Revenue, Expenditures and Fund Balance for Fiscal Year 2009-2010 Budget: Aaron Rector, Budget Manager.
Aaron Rector went over expenditures, fund balance and local hotel/motel occupancy tax revenue history for the second quarter of Fiscal Year 2009-2010. He pointed out that the year-end revenue projections are $267,808 which is down $18,000 from budgeted amount. Mr. Rector stated that the second quarter did show big improvements over the first quarter, which is likely the result of the two new hotels opening. In spite of that, Mr. Rector stated that he is budgeting conservatively for the next two quarters.

8) Discussion and Possible Action

a) Discussion and Consideration of Fiscal Year 2010-2011 Tourism Advisory Board's Hotel Occupancy Tax Budget: Aaron Rector, Budget Manager, City of Cedar Park
Aaron Rector told the Board that it is budget season and that the City would like to have a proposed budget from the Tourism Advisory Board by the end of July. Melanie Carr informed the Board that the City is revising the Tourism Funding Application and would adjust the time frame for submittals to work around the proposed budgeting timeframe. Charles Hamsa asked if the Tourism Board could use a Funding Matrix like the ones that the 4A and 4B Corporations use. Melanie Carr stated that she would obtain a copy and provide it to the Board for their use.

b) Consider Calling a Special-Called Tourism Board Advisory Meeting for the Purpose Of Reviewing Initial Findings and Recommendations of Feasibility Study by ConsultEcon and Discussing Options For Enhancing Tourism Efforts in City: Melanie Carr, Communications Manager, City of Cedar Park.

c) Consider Cancelling or Rescheduling Tourism Board Meeting Scheduled for June 11, 2010: Melanie Carr, Communications Manager, City of Cedar Park.

Items 8b and 8c were called up together. Melanie Carr announced that she would be out of town on June 11th to attend a Communication Conference, and that she needed to reschedule that meeting. Mrs. Carr stated that ConsultEcon was available to come down on June 3rd, 4th or 9th, and that the Board could reschedule their regular meeting for one of those dates and handle both at the same meeting. Mel Kirkland made the motion to hold joint meeting on June 4th at 8am. Robert Schoen seconded the motion. Motion passed 6:0.

9) Closing Comments

Don Moore announced that he would be heading up the newspaper in Elgin starting in June but that he did not have any immediate plans to move or leave the Tourism Advisory Board.

10) Adjournment

Meeting was adjourned at 9:03am.

PASSED AND APPROVED THIS 4TH DAY OF JUNE 2010.

Don Moore, Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

CEDAR PARK

MINUTES
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, JUNE 4, 2010 AT 8:00 AM
Cedar Park Recreation Center, 1435 Main Street, Cedar Park, Texas 78613

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven
Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
Don Moore called the meeting to order at 8:02 a.m. All present except for Robert Schoen who arrived at 8:11 a.m.

2) **Opening Comments**
Mike McCloskey spoke of recent Visitor Impact Meeting and how it is a great way to bring hotels and other entities together. Mr. McCloskey also stated "Go Stars!"

3) **Citizen Communications**
None.

4) **Approval of Minutes**
   a) Consider Approval of Minutes from the May 14, 2010 Regular Called Tourism Advisory Board Meeting.
   Charles Hamsa made a motion to approve the minutes of the May 14, 2010 Tourism Advisory Board meeting. Mel Kirkland seconded motion. Motion passed 6:0.

5) **Excuse Absences**
   a) Consider Excusing Board Member Matthew Olguin's Absence from the May 14, 2010 Regular Called Tourism Advisory Board Meeting.
   Mel Kirkland made a motion to excuse Matthew Olguin's absence from the May 14, 2010 meeting. Mike McCloskey seconded motion. Motion passed 6:0.

6) **Presentations**
   a) Update on Revised Tourism Funding Application including Timeline, Verbiage Changes and New Stipulations/Requirements: Melanie Carr, Communications Manager.

Melanie Carr announced to the board that she had revised the tourism funding application and forms so that they were easier to understand and reflected the City's current requirements. Mrs. Carr announced the dates/times for funding applications pickup and deadlines. Don Moore expressed his thanks for cleaning up this form. Alain O'Tool asked how many requests we typically get each year to which Mrs. Carr responded five or six. Mrs. O'Tool then asked how many of them are approved. Mr. Moore stated that typically about one a year is denied because it does not meet our requirements.

7) **Discussion Only**

a) Monthly Report on Convention and Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce.

Aimee Whitley George announced that she has updated the information on fall activities in our region to Texas Events Magazine. She also stated that she is working with area partners on the upcoming AquaPalooza which is being held on Lake Travis. Ms. George is continuing to network with local attractions and facilities and held a visitor impact group, which although had a smaller turnout than in the past, provided some good dialogue and ideas which all entities could utilize. Ms. George announced she had met with a meeting planner for the Texas Association of School Board and hopes to bring one of their events to Cedar Park. Ms. George spoke with Senior Circle about volunteer opportunities and provided the board with a fact sheet of upcoming events around town. Dr. Schoen pointed out that she had incorrect information posted about the Steam Train's open house.

b) Monthly Marketing Update: Melanie Carr, Communications Manager.

Melanie Carr showed the new advertisements that had been created for: Texas Events Calendar, Tour Texas website, Southern Living, and San Antonio magazine. Mrs. Carr provided a look at the increase in activity on Facebook and our website visits. Mrs. Carr went over the web enhancements that have been made in the past month and previewed what is currently in the works.

8) **Discussion and Possible Action**

a) Discussion of ConsultEcon's Preliminary Findings from Visitor Center Feasibility Study Including:

i) Review of Visitor Centers and Mobile and Kiosk options;

ii) Conceptual Costs Estimates;

iii) Evaluation of Alternative Sites Within the Community; and

iv) Potential Costs and Benefits of Different Visitor Center Development Scenarios.

Tom Martin and James Stevens from ConsultEcon provided a geography of visitors in Cedar Park mentioning that this is primarily still a drive tourist market and that currently leisure is the most common reason for visits to our region and most travelers come to see friends or relatives. Mike McCloskey asked is they thought the dynamics would change as a result of Schlitterbahn to which Mr. Stevens stated that yes this would shift it to some degree.

Mr. Stevens and Mr. Martin then went on to review the types of visitor information models: visitor information center; information kiosks; online and mobile devices; and

mobile information centers. As a part of their research into this feasibility study, they did case studies of the visitor centers in Fredericksburg, TX, Roanoke, TX, Mason, IA, and Arlington, VA. This included looking at the size of the facilities, number of annual visits, what was housed in facility and cost and/or funding source.

Fredericksburg's facility is a traditional visitor center with the CVB, EDC ad Chamber located inside of 7,000 sf. Roanoke is a 3,000 sf. facility that includes a museum, a visitor information desk and moveable brochure racks. Arlington closed visitor information center in 2007 due to low visitation and now uses visitor information kiosks in high-traffic areas. They also have Segway seasonal ambassadors and an electric visitor information cart. Mason City's visitor information center is a reception desk in office building where CVB is located. They also have four visitor information kiosks.

Based on this research, Mr. Stevens said the current trends are that more visitors are obtaining information online and that they research their trip before leaving home. More people are using mobile devices but that people will still stop for directions and bathrooms. They found that most effective visitor centers are ones built from scratch with transit-oriented development and that interpretation and attraction elements can increase visitation.

ConsultEcon also pointed out alternative sites for visitor information models including near-term alternatives such as current CVB location, The Depot, Cedar Park Center, 1890 Ranch, Lakeline Mall, the Library, City Hall, Hotels and Hospital. For long-term alternatives, they stated possibilities include the water park, new public buildings, new private buildings and a highway visitor center. They then presented whether these sites could house a physical Visitor Information Center, a Mobile device, and/or a kiosk.

Mr. Stevens then went over the operating scenarios of: maintaining current CVB/Chamber location; moving CVB to new leased location in the Depot or 1890 Ranch; having guest service initiative at Lakeline Mall, hospital, library and city hall; installing new interactive kiosks at multiple locations; purchasing a mobile visitor information center; all or some mix of the above. He then presented the board with the capital requirements for each scenario. The City currently pays $36,000 to house the CVB in current Chamber offices. It would cost roughly the same at the Depot, and would be $51,000 at 1890. Kiosks range in price from $5,000 to $25,000 each depending on if they are static or interactive. Building a new facility could range in cost from $337,000-$535,000 plus cost of land and would require additional staffing. Finally a mobile visitor information center could cost anywhere from $5,000 to $100,000 depending on type of vehicle purchased.

Mike McCloskey stated that a mobile kiosk might work to get people to visit the rest of Cedar Park if their original destination is Schlitterbahn. Don Moore stated we could also look at doing a visitor information center near Schlitterbahn. Mr. McCloskey stated that one of the phases of Schlitterbahn includes retail space so maybe we could look at housing an information center there. He stated that if we could get just 10% of their guests to visit our city it would be great for us. Alain O'Tool suggested housing interactive kiosks at the hospital, the mall and Cedar Park Center for at least a short-term solution. She also suggested having these be mobile units that we could move around. Mike McCloskey agreed stating that if there were mobile we could just buy a couple and try them out at different locations around town to see where the most activity is or in case it is just needed for a short-term event like some at the Cedar Park Center.

This would also be great to take to City festivals and events. Mel Kirkland felt that a mobile kiosk that could be taken each Saturday to the Farmers Market would be a good idea since they have approximately 4,000 people passing through each week. Chuck Hamsa feels that the city needs free dumping stations for RVs and believes a prime location to be Veterans Memorial Park. Mel Kirkland stated that if/when we do a visitor information center we need a large parking lot to accommodate people bringing their RVs or boats. Matthew Olguin asked what happens next. James Stevens announced they would be bringing back their recommendations in a draft report in about a month. Mike McCloskey asked if they would be including a phased-in approach to which Mr. Stevens said yes. Their recommendations will have both short-term and long-term solutions to our visitor needs.

9) Closing Comments
None.

10) Adjournment
Meeting was adjourned at 9:40 a.m.

PASSED AND APPROVED THIS 9TH DAY OF JULY 2010.

Don Moore, Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, JULY 9, 2010 AT 8:00 AM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

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Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
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Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
Don Moore called the meeting to order at 8:04am. Charles Hamsa was absent and Robert Schoen arrived in time for Discussion items.

2) **Opening Comments**
None.

3) **Citizen Communications**
None.

4) **Approval of Minutes**
a) Consider Approval of Minutes from the June 4, 2010 Regular Called Tourism Advisory Board Meeting.
Mike McCloskey made a motion to approve the minutes from the June 4, 2010 Tourism meeting. Mel Kirkland seconded the motion. Motion passed 5:0.

5) **Discussion Only**
a) Monthly Report on Convention and Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce.
Aimee Whitley-George told board that coupons on website have expired and is currently contacting businesses to see if they'd like to extend or change offers. Matthew Olguin suggested seeing if they'd be willing to leave off an expiration date altogether. Ms. George told board that she has been helping to organize the AquaPalooza event with the big events scheduled for tonight and tomorrow night. Ms. George reviewed the last Visitor Impact Group meeting that was held. Said that turnout was small but good dialogue between parties. Ms. George passed out the Save the Date flyer. Mike

McCloskey asked if she could start emailing this out to all hotels so that they could pass it along to their guests.

b) Monthly Marketing Update: Melanie Carr, Communications Manager.
Melanie Carr reviewed the marketing efforts since the board's last meeting including new advertisements, banners and facebook activity. Mrs. Carr also highlighted the new enhancements that have been made to Tourism website www.cedarparkfun.com, and went over the statistics from our site. Wrapped up by informing the Board of what marketing efforts are currently underway.

c) Year-To-Date Revenue, Expenditures and Fund Balance for Fiscal Year 2009-2010 Budget: Aaron Rector, Budget Manager.
Aaron Rector reviewed the FY09-10 budget highlighting the fact that we are just at the end of the 3rd quarter so we will not see the results until August. Mr. Rector predicted that at current pace, total revenue for the year will be around $273,666 down from the $286,554 that was budgeted. The Hotel Occupancy Tax fund balance reflects the funds that have been reserved for the Austin Steam Train's funding request that was approved by the board and for the ConsultEcon feasibility study. Finally Mr. Rector reviewed the Occupancy Tax Quarterly History which showed a significant increase in the second quarter. Mel Kirkland asked why there was such a jump. Aaron speculated that it was a result of the hockey and special events at the Cedar Park Center as well as the new hotels coming online. Mike McCloskey said there is a definite correlation between hockey nights and hotel stays.

6) Discussion and Possible Action

a) Consideration and Approval of Scoring Matrix for Occupancy Tax Funding Requests: Melanie Carr, Communications Manager.
Melanie Carr created a scoring matrix at Board's request to better assist them with funding reimbursement applications. Mrs. Carr reviewed the two-part test which all expenditures must comply with and then other items to be taken into consideration such as economic impact, advertising and value/cost. Charles Rowland, City Attorney, went over the Hotel Occupancy Tax guidelines with the board and indicated that all current funding reimbursement requests appear to meet the required guidelines. Mike McCloskey suggested that the board do not score requests on the Diaz but instead bring back decisions in August. Alain O'Tool made a motion to approve scoring matrix for occupancy tax funding requests. Mel Kirkland seconded the motion. Motion passed 6:0.

b) Consideration and Possible Recommendations on Fiscal Year 2010-2011 Occupancy Tax Budget

(1) Consider Recommending Approval of Marketing Calendar for Fiscal Year 2010-2011: Melanie Carr, Communications Manager.
Melanie Carr presented the proposed marketing calendar for FY10-11 including rationale for choices. Mel Kirkland made a motion to approve marketing calendar for FY10-11. Matthew Olguin seconded the motion. Mike McCloskey suggested holding off voting on item until they had completed all funding requests

to better determine funding available. Mel Kirkland rescinded motion. Item tabled.

(2) Consider Recommendation Regarding Funding for City of Cedar Park – Parks & Recreation Department

Curt Randa, Parks & Recreation Director for the City of Cedar Park presented his funding request. Total amount came to $41,000. Request was broken down as: $10,000 for advertising for city events; $10,000 for July 4th festival; $10,000 for Splash Jam Festival; and $11,000 for Bydee Art Festival. Alain O'Tool asked where advertising would be placed. Mr. Randa said that most would be local but would also utilize some online sites and through social media outlets. Mike McCloskey stated that all sponsors of events should be recognized both in signage and verbally at events. Mr. Randa agreed. Don Moore questioned if funding could be allowed since some of requests exceeded 25% of budget. Melanie Carr reminded board that the 25% is not a mandatory requirement, just something to consider as part of the scoring. Don Moore indicated that it was getting late and since no decisions were being made today he tabled item.

(3) Consider Recommendation Regarding Funding for Cedar Park Center

Kevin Grove from Hicks Cedar Park LLC presented their funding request in the amount of $20,000. He stated these funds would be used for promotion and marketing and would do so in markets at least 100 miles away to try to increase hotel occupancy. Don Moore stated that the funding the board authorized last year for the Cedar Park Center advertising was some of the best money they spent. Alain O'Tool asked if the Center could work on hosting other events like a Bridal Expo on nights the CPC is empty. Mr. Grove said they are working on just such an arrangement now. Mel Kirkland made a motion to approve the $20,000 funding to Hicks Cedar Park LLC. Alain O'Tool seconded the motion. Motion passed 5:0. Robert Schoen had to leave meeting prior to vote.

(4) Consider Recommendation Regarding Funding for Cedar Park Public Library Foundation

Yvonne Lane from the Cedar Park Public Library Foundation presented their funding request in the amount of $2,650. She stated these funds would go towards advertising in Texas Monthly ($650) and $2000 to be used to pay the booking fees for artists including live performers and musicians. Don Moore tabled item.

(5) Consider Recommendation Regarding Funding for Austin Steam Train

Holly Doggett of Austin Steam Train presented their funding request. They are requesting $15,000 for advertising and $20,000 for the restoration of the Silver Pine 1948 coach car. Ms. Doggett showed current advertising and how they always use the cedarparkfun.com logo and web address on ads. She stated that they market in Houston, Corpus Christi, San Antonio and South Texas. Mel Kirkland said he saw no problem with funding advertising but concerned about the restoration project as the Austin Steam Train has not begun work on the engine house which the board allocated funds for. Aaron Rector stated that those

funds are being reserved in the fund balance until they are requested for reimbursement. Holly Doggett stated that they would be willing to relinquish those funds and resubmit at a later date when ready for project. Don Moore tabled item.

(6) Consider Recommendation Regarding Funding for Cedar Park Farm To Market
Item pulled due to Austin relocation of market.

(7) Consider Recommendation Regarding Funding for Cedar Park Heritage Society
Item tabled because applicant was not present.

(8) Consider a Recommendation to City Council Regarding Occupancy Tax Budget for Fiscal Year 2010-2011: Aaron Rector, Budget Manager
Item tabled since not all funding requests had been decided.

7) Closing Comments
Mike McCloskey requested a future agenda item on how to respond to RFP (Request for Proposals) for hosting events in Cedar Park. Alain O'Tool suggested we hold a special called night meeting in next few weeks so that the board could have more time to go over funding requests.

8) Adjournment
Meeting was adjourned at 9:40 a.m.

PASSED AND APPROVED THIS 28TH DAY OF JULY 2010.

Don Moore, Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

MINUTES
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
WEDNESDAY, JULY 28, 2010 AT 6:30 PM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven
Matthew Olguin, Place Two
VACANT, Place Four
Charles Hamsa, Place Six

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
Don Moore called the meeting to order at 6:30 p.m. Charles Hamsa was absent.

2) **Opening Comments**
Don Moore stated that this would be a long meeting so he urged everyone to get their points across but not to linger unnecessarily on an item. Dr. Schoen agreed.

3) **Citizen Communications**
None.

4) **Approval of Minutes**
   a) Consider Approval of Minutes from the July 9, 2010 Regular Called Tourism Advisory Board Meeting.
   Mel Kirkland made a motion to approve the minutes from the July 9, 2010 Tourism meeting. Alain O'Tool seconded the motion. Motion passed 5:0.

5) **Excuse Absences**
   a) Consider Excusing Board Member Charles Hamsa's Absence from the July 9, 2010 Regular Called Tourism Advisory Board Meeting.
   Robert Schoen made a motion to excuse Charles Hamsa's Absence from the July 9, 2010 meeting. Mel Kirkland seconded the motion. Motion passed 5:0.

6) **Discussion Only**
   a) Introduction of Director of Tourism and Community Development: Jose Madrigal, Assistant City Manager.

Jose Madrigal informed the board about some reorganization at City Hall and the enhanced emphasis being placed on Tourism by the City Council. As such, the City has created this new position to oversee both Tourism and Community Development. Duane Smith, who has vast experience on both the location and state Tourism level, will start in this position on October 1, 2010.

7) **Discussion and Possible Action**

a) Consideration of Non-Disbursed Funds Allocated To The Austin Steam Train From The FY09-10 Budget.

Robert Schoen left the Diaz due to a conflict of interest and was not present for discussion or vote. Melanie Carr reminded the board that at their meeting on July 9, 2010 they had discussed how they agreed to fund $50,000 for the renovation of the Engine House for the Austin Steam Train but that as of yet no work has been done on this project. Currently those funds are earmarked in the Hotel Occupancy Tax Fund to go towards this project but at the last meeting the idea of returning that to the fund balance and requiring the Austin Steam Train to re-request these funds at a later date was discussed. Don Moore stated that he believe the funds should be returned to the fund balance so as not to tie the hands of future board members. Don stated the Austin Steam Train should re-apply when they are actually ready to use the funds. Matthew Olguin agreed and reminded the board that Holly Doggett from the Austin Steam Train stated on July 9, 2010 that they would be willing to re-request at a later time. City Attorney Charles Rowland told the Board that the legal department would be reviewing all requests from last year to determine if other organizations had funds allocated to them but have not been used. Mel Kirkland made a motion to move the funds back to the Hotel Occupancy Fund Reserve and require the Austin Steam Train to reapply when they were ready for project. Matthew Olguin seconded the motion. Motion passed 4:0. Dr. Schoen returned to the Diaz and Don Moore informed him of the board's decision. Dr. Schoen stated that the Austin Steam Train has scaled down this part of the project so this is the right decision.

b) Consideration and Possible Recommendation on Visitor Information Feasibility Study by ConsultEcon.

Melanie Carr presented the board with a summary of ConsultEcon's recommendations which are comprised of four different components. ConsultEcon recommends: launching a guest services initiative to educate all employees of Tourist related industries in Cedar Park about what our City has to offer visitors; installing two interactive kiosks in key visitor locations (one in a fixed location at 1890 Ranch and one that is moveable to different events/locales); implement a mobile visitor information center program (such as an RV/van) to take to area events and attractions; and move visitor center to more visitor-oriented location (in the short term look at renting space in 1890 or the Depot, and long term look at co-locating inside Schlitterbahn, Space Center, or similar type facility). Alain O'Tool, Mel Kirkland and Matthew Olguin all expressed their support for these ideas. Dr. Schoen agrees but is concerned that the mobile visitor center could be expensive depending on what type of vehicle and components are chosen. Alain made a motion to accept proposal and move forward with issuing a Request for Proposal on the interactive kiosks. Matthew Olguin seconded the motion. Motion passed 5:0.

c) Consideration and Possible Recommendations on Fiscal Year 2010-2011 Occupancy Tax Budget

(1) Consider Recommendation To Consider Renewal of Contract with Chamber of Commerce for Operation of the Visitor Information Center for Fiscal Year 2010-2011.

Melanie Carr told the board that this is just a continuation of the current contract and that there are no changes from last year which makes the amount allowed for reimbursement of approved expenses to stand at up to $60,000 a year. Dr. Schoen asked what exactly are we getting out of this contract. Chamber President Harold Dean stated that these funds provide for office space for Aimee and the Visitor Information racks. It also covers Aimee's time to work with tourism related entities in trying to bring projects to town which is comprised of a lot of inner-city work. Mr. Dean stated that she handles all requests for information, and that these funds also covers the cost of mailing materials, postage and office supplies. Alain asked what hours is the Visitor Information Center opened. Mr. Dean stated it is open from 8-5 Monday through Friday and from 9-1 on Saturday. Alain asked about their foot traffic on a monthly basis. Mr. Dean stated he did not have this information available but would provide it to the board. Robert Schoen made a motion to recommend the renewal of the contract with the Chamber of Commerce in the amount of up to $60,000 a year for visitor center duties. Mel Kirkland seconded motion. Motion passed 5:0.

(2) Consider Recommendation Regarding Funding for City of Cedar Park – Parks & Recreation Department

Melanie Carr announced that the Parks and Recreation Department had revised their funding request since their appearance before the board on July 9th. They are now just asking for $11,000 for the Bydee Art Festival. Don Moore asked Parks & Recreation Director Curt Randa how much of the advertising is outside of Cedar Park. Mr. Randa stated that in addition to local advertising they also plan to advertise online, through the City's social media sites, in regional publications and it is also included in their Recreation Guide which gets mailed out to visitors. Matthew Olguin asked what the $11,000 would go towards. Mr. Randa stated that it would be used for advertising, entertainers and general event needs. Dr. Schoen asked how much of the $11,000 was just for advertising. Mr. Randa stated approximately $2,000. Dr. Schoen stated that they could get more from their advertising dollars by going to small newspapers as opposed to the larger cities. Matthew Olguin asked if they would be willing to include the Cedar Park Fun logo and web address on their advertisements. Mr. Randa said yes. Alain O'Tool stated that all requests fall under the requirements. Mr. Moore stated that we need to get a big Cedar Park Fun banner to hang at the event. Mel Kirkland made a motion to recommend $11,000 in funding for the Bydee Festival to the Cedar Park Parks & Recreation Department. Robert Schoen seconded motion. Motion passed 5:0.

(3) Consider Recommendation Regarding Funding for Cedar Park Public Library Foundation

Melanie Carr stated that the City was not recommending funding for this event since it is a fundraiser. The Library Foundation was notified of this. Mrs. Carr also pointed out that the Legal Department did review the request and considers it to fall in the gray area which is why they are not endorsing.
Mel Kirkland made a motion to table the request. Alain O'Tool seconded motion. Motion passed 5:0.

(4) Consider Recommendation Regarding Funding for Austin Steam Train

Robert Schoen left the Diaz due to a conflict of interest and was not present for discussion or vote. Melanie Carr stated that the Austin Steam Train was requesting $15,000 for advertising and $20,000 for the restoration of the Silver Pine 1948 coach car. No personnel were present to address questions about project. Don Moore stated that the train has been the main attraction or at least the longest running tourism attraction in town and they definitely bring people in to the hotels because the hoteliers have told him so. City Attorney Charles Rowland stated that we need to get better statistical information from all applicants to better prove that they impact hotels. Alain O'Tool had numerous questions regarding their ridership and hotel impact but needed more information than what was in funding request. Mel Kirkland made a motion to recommend funding $15,000 for advertising but to table request for $20,000 until a representative could be present to discuss train car restoration. Matthew Olguin seconded motion. Motion passed 4:0. Dr. Schoen returned to Diaz and Don Moore updated him on the Board's decision. Matthew Olguin asked if the Austin Steam Train could have someone present for the Board's August 13th meeting. Dr. Schoen said that would not be a problem.

(5) Consider Recommendation Regarding Funding for Cedar Park Heritage Society

Ginger Tremblay, the President of the Cedar Park Heritage Society thanked the Board for funding the creation and printing of their initial brochures last year and stated that this year's funding request in the amount of $1,100 is for the purchase of 3,000 brochures. Alain O'Tool asked where these brochures are available. Ms. Tremblay stated that they are given out through the Visitor Center and through the Heritage Society. They hand these out at festivals and around the community. Matthew Olguin asked if they are available at the train. Ms. Tremblay stated that are not because they do not have that kind of quantity. Alain O'Tool asked if these brochures could be made downloadable on the Cedar Park Fun website like the Tourism brochures are. Melanie Carr stated that yes we can do this. Matthew Olguin asked if anyone other than Cedar Park citizens currently see these brochures. Ms. Tremblay stated yes. These brochures are mailed out in visitor request packets. Robert Schoen made a motion to recommend funding $1,100 to the Cedar Park Heritage Society for the reprinting of their brochures. Matthew Olguin seconded motion. Motion passed 5:0.

(6) Consider Recommending Approval of Marketing Calendar For Fiscal Year 2010-2011: Melanie Carr, Communications Manager

Melanie Carr presented the board with her recommended marketing calendar. She stated that the calendar is the same one that was presented at the meeting on July 9th except for the removal of one Southern Living advertisement. This was removed due to the high cost. Mrs. Carr also pointed out that the requested marketing budget is $52,899 but currently only $45,602 has been dedicated. The reason is that this gives her some flexibility to take advantage of offers that may come up mid-year but it also frees up some money for the purchase marketing give-a-ways or promotional items. Don Moore suggested using some of that money to purchase a Cedar Park Fun banner for city events. Matthew Olguin made a motion to recommend the marketing calendar for FY 2010-11 in the amount of $52,899. Mel Kirkland seconded motion. Motion passed 5:0.

(7) Consider a Recommendation to City Council Regarding Occupancy Tax Budget for Fiscal Year 2010-2011: Aaron Rector, Budget Manager

Aaron Rector told the board that while they still have some items to address on August 13th which could affect their budget, the City must publish a budget on the 10th. He went over what he currently has in place which would result in a balanced budget. Mr. Rector stated that if the Board decides to make any decisions on August 13th, he will be able to adjust the budget before it is officially adopted.

8) Closing Comments

None.

9) Adjournment

Meeting was adjourned at 7:40 p.m.

PASSED AND APPROVED THIS 13TH DAY OF AUGUST 2010.

Don Moore, Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, AUGUST 13, 2010 AT 8:00 AM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven
Matthew Olguin, Place Two
VACANT, Place Four
Charles Hamsa, Place Six

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Don Moore called the meeting to order at 8:04 am with all members present.

2) **Opening Comments.**
None.

3) **Citizen Communications.**
Mark Leyard, the liaison for the Public Arts Board introduced himself and let everyone know that they are currently working on a master plan. He also thanked the Tourism Board for the funding from the Hotel Occupancy Budget to assist with public art projects. He encouraged the board to contact him if they need any information or have any suggestions for the Public Arts Board.

4) **Approval of Minutes**
   a) Consider Approval of Minutes from the July 28, 2010 Special Called Tourism Advisory Board Meeting.
   Alain O'Tool made a motion approving the minutes from the July 28, 2010 Tourism Advisory Board meeting. Mel Kirkland seconded the motion. Motion passed 6:0.

5) **Excuse Absences**
   a) Consider Excusing Board Member Charles Hamsa's Absence from the July 28, 2010 Special Called Tourism Advisory Board Meeting.
   Matthew Olguin made a motion excusing Charles Hamsa's absence from the July 28, 2010 special called meeting. Mel Kirkland seconded the motion. Motion passed 6:0.

6) **Discussion Only**
   a) Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.

Aimee reported that she is contacting participating businesses to see if they want to renew or change their coupons currently being offered on website. She also mentioned that she participated in July 4th and Business Expo activities. Aimee told the Board that currently she is assisting the Yellow Ribbon Organization which is looking to hold pre-deployment meeting sessions for families next month, as well as is working with Our Lady of the Peach House in Jonestown which is looking to hold an August Prayer Meeting.

b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
Amy Stevens went over new ads for Tour Texas for August, and Facebook activity, ad results and website statistics for the month of July. Mrs. Stevens then previewed focus for August which includes implementation of new FY marketing calendar, Facebook and blogging activity and website enhancements and updates.

c) Consideration of Revision to Scoring Matrix to include a minimum threshold for funding requests and questions that match funding application.
Melanie Carr reviewed the scoring matrix that had been approved for use in this Fiscal Year's funding applications and asked board if they would like to revise for upcoming year. Mel Kirkland said he'd like to see more information on how applicant plans to implement event and the resources they have at their disposal. He would also like to see details on how they plan to attract visitors and would like to see a follow-up after the event to determine how successful it was. Alain O'Tool requested supporting documentation from applicants with statistics of what their event brought in the past and what their projections are. Dr. Schoen said it is easy to determine where visitors are coming from by using a survey at the event but to determine if people are staying at hotels, applicants will need to work closely with local hotels. Don Moore asked if staff can review past applicants to get overall scores to pick a range of what is acceptable for a scoring matrix. Mel Kirkland suggested that instead the board should review them and then get staff to compile for analysis. Melanie Carr stated that she would send the board a copy of the current matrix as well as copies of applications from the past two years for the board's review.

7) Discussion and Possible Action

a) Consideration And Possible Recommendations On Fiscal Year 2010-2011 Occupancy Tax Budget:

(1) Consider A Recommendation Regarding Funding For Austin Steam Train.
Dr. Schoen and Charles Hamsa left the Diaz due to conflict of interest. Brandon Wright of the Austin Steam Train presented details on their Silver Pine Restoration Project for which they are asking the board for $20,000 in reimbursement. Presentation consisted of details on the train's mission, passenger survey results, ridership numbers, benefits of restoration and budget for restoration. Alain O'Tool stated that this was a great presentation and very useful to her. She asked if during their next survey if they could determine how many people are return riders. Brandon stated they could. Alain also asked Brandon to work with our Visitor Bureau when they have large groups coming to town so that maybe we can try to get them to extend their stay by showing them what else the city has to offer. Mel Kirkland made a motion to recommend funding $20,000 for the restoration of the Silver Pine car. Matthew Olguin seconded the motion. Motion passed 4:0.

(2) Consider A Recommendation To City Council Regarding Occupancy Tax Budget For Fiscal Year 2010-2011: Aaron Rector, Budget Manager.
Aaron Rector went over the budget that will be submitted to the City Council. He stated that the revenue is $284,054 with total expenditures of $284,010. He mentioned that these figures already reflect adding $20,000 from the reserve funds for the Austin Steam Train. Mel Kirkland asked if it would be possible to fund an events coordinator. Aaron stated that if revenues increase next year that is something that could be looked at for FY 2011-12. Aaron also stated that with Duane Smith coming on board as the Director of Tourism and Community Services that he may be able to assist with those functions. Robert Schoen made a motion to recommendation the Hotel Occupancy Tax Budget to the City Council for FY 2010-11. Mel Kirkland seconded motion. Motion passed 6:0.

8) Closing Comments.
Don Moore announced that he plans on resigning from the Tourism Advisory Board after the September 2010 meeting. He stated that he is not involved enough in Cedar Park now that he works in Elgin. Don mentioned that he is often questioned about why the Tourism board doesn't make more of the decisions instead of the City Council. Don said he wanted to remind everyone that the Tourism Advisory Board is just an advisory board and as such City Council makes all final decisions.

9) Adjournment.
Don Moore adjourned meeting at 9:00 a.m.

PASSED AND APPROVED THIS 10TH DAY OF SEPTEMBER 2010.

Don Moore, Chairman

ATTESTED BY:

Melanie Carr, Communications Manager

CEDAR PARK

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, SEPTEMBER 10, 2010 AT 8:00 AM

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven
Matthew Olguin, Place Two
VACANT, Place Four
Charles Hamsa, Place Six

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Don Moore called the meeting to order at 8:03 am with five members present. Alain O'Tool was absent.

2) **Opening Comments.**
Mel Kirkland thanked Don Moore for his sixteen years of voluntary service with the City of Cedar Park. Charles Hamsa stated that the Veterans Memorial Park fund raising committee received a check from Cedar Park Regional Medical Center so that they have now met their goal of $35,000. Chairman Moore stated that Cedar Park has grown so much since he arrived in 1994 to become a great town. It has been fun being a part of the growth.

3) **Citizen Communications.**
None.

4) **Approval of Minutes**
   a) Consider Approval of Minutes from the August 13, 2010 Regular Called Tourism Advisory Board Meeting.
   Matthew Olguin made a motion to approve the minutes from the August 13, 2010 Tourism Advisory Board meeting. Charles Hamsa seconded the motion. Motion passed unanimously, 5-0, with one absent and one vacant position.

5) **Discussion Only**
   a) Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.
   Aimee George reported that she is still contacting participating businesses to see if they want to renew or change their coupons currently being offered on website. She said that she is very excited to have Austin Toros in town. They are very interested in doing some cooperative marketing. AquaPalooza provided the benefit of networking with other area lake Chambers. She has been talking to multiple groups this month. The Shriners may schedule their 2012 meeting in the area. She has also talked to Eastern Star Home and, the National Fencing Team

representative. The National Guard is doing their pre-deployment meeting at the Cedar Park Center on September 25th. The Chamber is trying to develop a good partnership with the National Guard to bring more events to Cedar Park.

b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
Amy Stevens went over new ads for Tour Texas for September, and Facebook activity, ad results and website statistics for the month of August. Mrs. Stevens then previewed the Texas Events Calendar and the new flyers created. New to the flyer is information on wedding facilities, area hotels and meeting spaces. She also previewed focus for September which includes included implementation of new FY marketing calendar, Facebook and blogging activity and website enhancements and updates.

6) **Discussion and Possible Action**

a) Election of new Chairman and Vice-Chair for Tourism Advisory Board
Chairman Moore stated that since he was leaving, a new Chairman was needed.

Matthew Olguin nominated Alain O'Tool for Chairman. Charles Hamsa seconded the motion. Charles Hamsa advised that she had told him that she was not opposed to the nomination. The motion passed unanimously, 5-0, with one absent and one position vacant.

Matthew Olguin nominated Mel Kirkland for Vice Chair. Charles Hamsa seconded the motion. Mel Kirkland said he would be willing to serve as Vice Chair. The motion passed unanimously, 5-0, with one absent and one position vacant.

7) **Closing Comments.**
Don Moore stated that he has enjoyed working with the Tourism Advisory Board since 2001. Charles Hamsa stated that the area had a lot of activities going on at the same time. He will have to miss the Bydee Festival due a previous obligation. Don Moore thanked Melanie Carr for her work with the Tourism Board. This was her last meeting as Duane Smith will be working with the Tourism Board.

8) **Adjournment.**
Don Moore adjourned meeting at 8:28 a.m.

PASSED AND APPROVED THIS 8TH DAY OF OCTOBER 2010.

Alain O'Tool, Chairman

ATTESTED BY:

Duane Smith

CEDAR PARK

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, OCTOBER 8, 2010 AT 8:00 AM

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
Matthew Olguin, Place Two
Wayne Brooks, Place Four
Rick McLaughlin, Place Five
Charles Hamsa, Place Six
Robert Schoen, Place Seven

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 8:00 am with five members present. Vice Chair Kirkland was absent. Board Member Schoen arrived at 8:07 am.

a) Recognize New Appointee: Rick McLaughlin, Place 5.
Chair O'Tool introduced Rick McLaughlin from the Texas Stars as the new Board Member for Place Five and Wayne Brooks from the University of Texas Golf Club as the new Board member for Place Four. City Council appointed Wayne Brooks to the Board yesterday.

2) **Opening Comments.**
Board Member Olguin welcomed Alain O'Tool as the new chair and welcomed the two new Board Members, Rick McLaughlin and Wayne Brooks. Board Member Hamsa advised that he has had difficulty with a project pursuing hockey interests outside of the Cedar Park/Austin Metropolitan area. Chair O'Tool advised that she was looking forward to the future. Board Member McLaughlin advised that he was happy to serve on the Board.

3) **Citizen Communications.**
Anisa Bhaiwala and Riyaz Bhaiwala advised that several hotel owners were present and ready to be involved with the Tourism Advisory Board in increasing tourism revenue. Pradip Mulji completed a speaker card, but did not speak.

4) **Approval of Minutes**
   a) **Consider Approval of Minutes from the September 10, 2010 Regular Called Tourism Advisory Board Meeting.**
   MOTION: Board Member Hamsa made a motion to approve the minutes from the September 10, 2010 Tourism Advisory Board meeting. Board Member Olguin seconded the motion. Motion passed unanimously, 5-0, with two absent.

5) **Financial Update, Aaron Rector.**
   a) **Provide Summary of FY 2009-2010 Tourism Revenues, Expenditures, And Fund Balance.**
   b) **Provide Update on FY 2010-2011 Tourism Budget.**
   Aaron Rector, Budget Manager, advised that the revenue presented was through August 2010. He also advised that the 2010-2011 Fiscal Year budget was adopted by City Council on September 9, 2010.

Chair O'Tool called up Items 7a and 7b out of order. See Items 7a and 7b.

6) **Discussion Only**
   a) **Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.**
   Aimee George reported the Yellow Ribbon Program of the National Guard was a success. The hotels worked together to find a place for everyone. They had some difficulty with the payment process. Students from Leander Independent School District (LISD) provided posters. Flags were donated to display around the City. Over three hundred bags were given out. There was a lot of citizen participation. Aimee George stated that she will continue to coordinate with the Wedding Facilities and Hotels for their referrals. The Visitor Bureau needs more volunteers as their main volunteer is no longer available. She advised that there are a lot of events planned in October. A list of the activities was provided in the "Save The Date" handout.

   Chair O'Tool advised that she likes the addition of the hotel logos on the "Save The Date" handout. She was concerned about the problems with the hotel payments for the Yellow Ribbon Program. Amy Stevens addressed the Board explaining the complexities of how the Department of Defense pays for situations like the Yellow Ribbon Program.

   b) **Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.**
   Amy Stevens went over new ads for Tour Texas for October, Facebook activity, ad results and website statistics for the month of September. There was discussion concerning the need for interaction with the hotel owners. Amy Stevens stated that more collaboration with the hotel owners would be beneficial. Chair O'Tool suggested that it would be helpful to determine whether the hotel occupancy was due to a specific event which would help track the impact of the event. Board Member Schoen suggested that the hotels might provide a short questionnaire to be filled out with basic information such as reason for stay (work, event, etc.).

   c) **Consider Process For Developing Strategic Plan.**
   Duane Smith provided copies of the City Council's updated Strategic Map. He advised that the Board will need to formulate a plan establishing where they are now and what direction they want to go. He suggested that a meeting with the hotel representatives, Chair O'Tool and one other Board representative be scheduled. He requested that the Board members identify items from the Council's Strategic Map that directly involve or may involve the Tourism Advisory Board and to consider areas of high interest.

Chair O'Tool called up Items 7a and 7b out of order after Item 5.

7) **Discussion and Possible Action**
   a) **Consider Change In Meeting Day/Time.**
   Duane Smith, Director of Community Development and Tourism, requested that the monthly meeting time be changed to allow the legal department to be able to attend. The City Attorney and the Assistant City Attorney both have ongoing commitments that conflict with the current

Friday morning meetings. Several times and dates were discussed. Duane Smith advised that meetings that fall on holidays will be adjusted.

MOTION: Chair O'Tool made a motion to change the Tourism Advisory Board Regularly Scheduled meetings to the first Monday of each month at 6:30 pm. Board Member Olguin seconded the motion. Board Member Hamsa called for the question. Motion passed unanimously, 6-0, with one absent.

b) Consider Meeting Schedule for 2011

MOTION: Board Member Olguin made a motion to amend the calendar for 2011 to reflect the revised meeting day. Board Member ~~Olguin~~ Schoen seconded the motion. Motion passed unanimously, 6-0, with one absent.

8) Closing Comments.

Board Member Olguin advised that he would like to take part in the meeting with hotel representatives. Board Member McLaughlin stated that he would also like to participate. Chair O'Tool suggested that the hotel community may want to select a representative to be a liaison to the Board. Duane Smith advised that the two 2011 meeting dates that fell on holidays were July 4th and September 5th. Chair O'Tool advised that on October 17th, City Council unveiled the Historic & Cultural Preservation Commission website as www.cedarparkhistory.com.

9) Adjournment.

Chair O'Tool adjourned meeting at 9:05 a.m.

PASSED AND APPROVED THIS 12TH DAY OF NOVEMBER 2010.

Alain O'Tool, Chair

ATTESTED BY:

Duane Smith,
Director of Community Development & Tourism

CEDAR PARK

MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, NOVEMBER 12, 2010 AT 8:00 AM

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	Charles Hamsa, 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 8:03 am with six members present. Board Member Schoen was absent.

2) **Opening Comments.**
Board Member Olguin congratulated the Cedar Park High School football team. They are undefeated this season and are state bound. Vice Chair Kirkland advised that Vista Ridge High School would be playing in their first playoff game today. Chair O'Tool said a happy belated Veterans Day to all. Board Member Hamsa stated that the November 7th Veterans Day event was awesome.

3) **Citizen Communications.** *None.*

4) **Approval of Minutes**
   a) **Consider Approval of Minutes from the September 10, 2010 Regular Called Tourism Advisory Board Meeting.**
   Board Member Olguin advised that Item 7b needed to be changed to show that Board Member Schoen seconded the motion.

   MOTION: Board Member Hamsa made a motion to approve the minutes from the October 8, 2010 Tourism Advisory Board meeting as corrected. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 6-0, with one absent.

5) **Presentation.**
   a) **Art, Food, And Wine Event in Cedar Park (O'Tool).**
   Chair O'Tool stepped down from the dais to make the presentation. Vice Chair Kirkland presided over the meeting. The presentation included a description of the proposed event, possible event locations, comparable events and potential funding partners. The event would

showcase chefs and wineries from across the area with Cedar Park hosting the festival. There is nothing in the area like it. Milburn Park or Veterans Memorial Park were suggested as possible event locations. She proposed that the months of March, April, September, or October be considered to hold the event. June and July are especially busy for chefs because of wedding events. She made a presentation to the Public Arts Board last week.

Vice Chair Kirkland said that it would be excellent to have an event or festival of this kind in Cedar Park. He asked that both indoor and outdoor venues be considered. Duane Smith advised that an agenda item will be on the Public Arts Board's January agenda requesting representatives for an Art, Food, and Wine Event Committee.

Chair O'Tool returned to the dais.

6) **Discussion Only**

a) **Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.**
Aimee George reported that Alan Jackson would be at the Cedar Park Event Center tonight and George Lopez would be there on Saturday. Coupons were included in the 480 group bags distributed during the month. Group bags were provided to two golf tournaments, a fencing tournament, and a VW car show. The Highland Lakes Retirement Center volunteers have been helping. She provided a list of activities in the "Save the Date" handout.

b) **Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.**
Amy Stevens went over new ads for Tour Texas for October, Facebook activity, ad results and website statistics for the month of October. She advised that Texas Outside is a very large website that went live on October 25th. It provides a clickable city map for all attractions and hotels. She has already received forty-two web hits from this site. The San Antonio eblast was sent out on November 5th. There was a spike in web visits after the eblast. She is working on an update for the brochure.

c) **Consider Process For Developing Strategic Plan.**
Duane Smith advised that the Board's Joint Meeting with City Council had been postponed until January to provide the Board time to develop a draft Strategic Plan. He suggested that a variety of "Tourism 101" presentations be included on the December 6th agenda. He recommended that the Board consider holding workshops to develop the strategic plan. He will contact the Board Members after learning when meeting rooms are available in December.

7) **Discussion and Possible Action**

a) **Consider Draft Rules And Procedures.**
Duane Smith advised the Board that the existing Rules and Procedures are very old and not consistent with other documents adopted by other City boards and commissions. There is no record that they were approved and signed by the Board, nor did they go to City Council for approval. He requested that the Board review the proposed Rules and Procedures. The draft document includes the addition of a Secretary position. This item will be scheduled for Board action at the December meeting.

8) **Closing Comments.**
Board Member Olguin asked staff if there had been any updates from the consulting firm. Duane Smith advised that no updates had been received, but he would check into it.

9) **Adjournment.**
Chair O'Tool adjourned meeting at 8:55 a.m.

PASSED AND APPROVED THIS 6TH DAY OF DECEMBER 2010.

Alain O'Tool, Chair

ATTESTED BY:

Duane Smith,
Tourism & Community Development Manager

CEDAR PARK

MINUTES
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, DECEMBER 10, 2010 AT 8:00 AM

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	VACANT, 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 8:00 am with four members present. Vice Chair Kirkland and Board Member Schoen were absent. One Board Member seat is vacant.

2) **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)*
Justin Bragiel, General Counsel for Hotel and Lodging Association, addressed the Board. He advised that he would be glad to offer their services to the Board to review the legal uses of hotel occupancy taxes. Board Member McLaughlin suggested that this training be put on one of the upcoming workshop agendas.

4) **Approval of Minutes**
   a) **Consider Approval of Minutes from the November 12, 2010 Regular Called Tourism Advisory Board Meeting.**
   MOTION: Board Member Olguin made a motion to approve the minutes from the November 12, 2010 Tourism Advisory Board meeting as presented. Board Member McLaughlin seconded the motion. Motion passed unanimously, 4-0, with two absent.

5) **Items For Discussion Only** *(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) **Introduction to the Austin Toros, Season Schedule, and Marketing Efforts (Peter Lubell, Chief Operating Officer, Austin Toros)**
   Duane Smith introduced Peter Lubell who is the Chief Operating Officer of the Austin Toros. Mr. Lubell advised that they are extremely excited to be playing their first full season at the Cedar Park Center. This is the sixth season for the Toros. They are owned and operated by

the San Antonio Spurs. They are a feeder system for the National Basketball Association (NBA). He advised that they are open to working with the Tourism Board and requested ideas as to how they would like to proceed. Board Member Olguin asked if they would be interested in the promotion of their tickets through the Cedar Park Fun website. Mr. Lubell responded that they would.

b) Update on the Cedar Park Event Center, Upcoming Stars Games, Events, and Cooperative Marketing Activities. (Stefanie Stephens, Director of Marketing, Cedar Park Center)

Stephanie Stephens provided a video about the Cedar Park Center. The Cedar Park Center celebrated their first anniversary in September.

c) Update Related to the Status, Growth and Trends For The Cedar Park Lodging Industry

Jerry Anderson provided a handout to the Board. He and his wife own and operate the Comfort Inn which opened in 1998. The Best Western and Holiday Inn Express opened a short time later. Occupancy was good at 85-90% in the years leading up to this past year. In the past year, the number of hotel rooms increased from 160 to 395 rooms. Even with the increase in the number of rooms, there has been virtually no increase in the hotel occupancy tax collected. Last year $273,000 was collected and $276,000 is projected for this year. The existing hotels are struggling to survive. He stated that the advertising done with hotel occupancy tax revenue should be directed at people who live further away in order to encourage them to spend the night in a Cedar Park hotel. Pradip Mulji, representing a group of La Quinta Inn Suites investors, addressed the Board. He supported Mr. Anderson's suggestion that the advertising should help put "more heads in beds". Anisa Bhaiwala and her husband operate the Holiday Inn Express and Candlewood Suites. The hoteliers would like to make recommendations to the Board before they go into their strategic planning workshops. They suggested that Cedar Park receive more exposure in the marketplace. They can now host large events in the area. She suggested that Cedar Park have representation at large conferences such as the National Association for Sport Conference which is taking place in April 2011 in North Carolina. She suggested that the Convention and Visitors Bureau (CVB) receive more funding. The funding for the CVB has remained constant over the past two years even with the increase in their activities. She asked that the advertising be focused on more distant market areas.

d) Update and Overview of Marketing and Outreach Activities, Cooperative Ad Opportunities, Web Site and Brochures (Amy Stevens, Go Beyond Marketing)

Amy Stevens went over the progression in the advertising and marketing in the last three years. A marketing analysis was done, the logo and the website were developed, and a branding campaign was begun. She explained that her firm maintains, improves and keeps information current on the website. Go Beyond Marketing does the written materials such as press releases and blog postings, creates the ad brochures and provides consulting on marketing and advertising strategy when requested by the City. Currently advertising is done in the Texas Events calendar, the Tour Texas online promotions website, the San Antonio online magazine, Southern Living magazine and the Texas State Travel Guide. Amy Stevens agreed that the marketing needs to be focused outside the Austin area. She suggested future goals for marketing such as: potential website redesign, brochure redesign, increased partnering between resources, and examination of new potential marketing segments and target markets.

e) **Update and Overview of Roles, Responsibilities, and Activities of the Convention and Visitors Bureau (Aimee Whitley-George, Cedar Park CVB)**
Aimee George provided a presentation on the Tourism Program in Review. The City had kiosks providing the Cedar Park Fun brochure. The visitor impact group was started, meeting semi-annually. The CVB resources discussed were attractions, natural resources and untapped gems. The wedding industry, amateur athletics and the North Lake Travis were described as untapped gems. The wedding industry is huge. There are over sixteen wedding facilities within twenty-five minutes of Cedar Park. She has been networking with people in the industry. Aimee George suggested that the Board determine what market they think is feasible to be targeted and what existing market needs to be enhanced. Chair O'Tool suggested that convention business be added to the list of untapped gems.

6) **Discussion and Possible Action**

a) **Excuse the Absence of Mel Kirkland at the October 8, 2010 Regular Called Meeting.**
MOTION: Board Member Olguin made a motion to excuse Mel Kirkland from the October 8, 2010 Tourism Advisory Board meeting. Board Member McLaughlin seconded the motion. Motion passed unanimously, 4-0, with two absent.

b) **Consider Approval of the Tourism Advisory Board Rules And Procedures with Recommendation to City Council.**
Duane Smith advised that the draft of the Tourism Advisory Board Rules and Procedures was provided to the Board in their packet. It introduces the new position of Secretary. Board Member McLaughlin requested that this item be tabled to the January meeting to allow input from all Board members. No action was taken.

c) **Consider Designation of Representatives to the Art, Food And Wine Event Planning Committee.**
Duane Smith advised that this item referenced the presentation made by Chair O'Tool at a previous meeting. This will probably require a twelve to eighteen month planning process. It had been discussed that the Tourism Advisory Board needed representation on the planning committee.

Board Member McLaughlin nominated Chair O'Tool and Board Member Brooks as Tourism Advisory Board representatives to the Art, Food and Wine Event Planning Committee. The nominations were accepted. Duane Smith suggested that the nomination be ratified at the January meeting.

d) **Consider procedures, processes and dates and locations for Strategic Planning Workshops on December 16th and 20th.**
Duane Smith advised that December 16th and 20th seem to be the best possible dates for Board Members to be able to attend the workshops.

MOTION: Board Member Olguin made a motion to accept December 16, 2010 and December 20, 2010 as the dates for strategic planning workshops. Board Member McLaughlin seconded the motion. Motion passed unanimously, 4-0, with two absent.

Duane Smith advised that the workshops will beheld at the Cedar Park Recreation Center.

7) **Board Members Closing Comments.**
Board Member McLaughlin advised the hoteliers that he wanted to work with them to help increase their businesses. Chair O'Tool thanked the hoteliers for attending and providing their insights. She advised them that the Board is open and willing to work with them and their priorities. They have a common goal.

Next Regular Scheduled Tourism Advisory Board Meeting: Monday, January 3, 2010 At 6:30 P.M. at The Cedar Park Public Library;

Potential Joint Meeting with City Council On January 6, 2010 at 6:30 pm at the Cedar Park Public Library.

8) **Adjournment.**
Chair O'Tool adjourned meeting at 8:58 a.m.

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

Alain O'Tool, Chair

ATTESTED BY:

Duane Smith,
Tourism & Community Development Manager

CEDAR PARK

MINUTES
SPECIAL CALLED MEETING
STRATEGIC PLANNING WORKSHOP
TOURISM ADVISORY BOARD
THURSDAY, DECEMBER 16, 2010 AT 6:30 PM

Cedar Park Recreation Center, 1435 Main Street, Cedar Park, Texas 78613

BOARD MEMBERS

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

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:40 pm with five members present. Board Member Brooks arrived during Items 4a-c. One Board Member seat is vacant.

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

3) **Discussion Only** *(The Board may ask questions and otherwise engage in dialog and discussion but no Board action is required)*

a) **Presentation and Discussion**

i) **Overview of the Hotel/Motel Occupancy Tax (Scott Joslove/Justin Bragiel Texas Hotel and Lodging Association)**

Scott Joslove, President of Texas Hotel and Lodging Association made the presentation. He explained that every expenditure must directly promote tourism and the hotel/motel industry. He advised that if it put "heads in beds", it would be an allowed expenditure. Asking if there was a reserve room block or negotiated room rates for an event will help to determine eligibility. He advised that there are eight categories of eligibility: 1) Civic Centers (convention centers) – out of town groups, 2) Registration of convention delegates, 3) Advertising and promotion – statute requires spending a minimum of 15%, 4) Promotion of the Arts – statute states a maximum spending of 15%, 5) Historical preservation – statute states a maximum spending of 50%, 6) Sporting related events – events that substantially increase economic development activity, 7) Signage, and 8) Shuttles between area hotels and events – either public or private owned. Scott Joslove suggested that the Board hold an annual meeting with hotel/motel operators. He advised that the City Manager and a representative from Economic Development also be included in the meeting.

Scott Joslove advised that applicants need to attend training to understand how to complete the application for funding. He advised that his group would be able to help create a "canned" program that could be included in the website. It would explain the rules that need to be followed to be eligible for funding.

Chair O'Tool recessed the meeting for 10 minutes at 8:14 PM.
Chair O'Tool reconvened the meeting at 8:24 PM.

4) **Planning Workshop – Discussion Items Only**
   a) **Development of Mission Statement**
   b) **Development of Board Goals**
   c) **Development of Board Strategies and Activities**

   Duane Smith reviewed the City Council Strategic Map with the Board. He advised that there were six or seven items that relate to Tourism. He suggested that Texas Highways come to the February meeting. He advised that developing interaction with other entities and hearing from other professionals would benefit the Board in their strategy relating to Board development.

   MOTION: Board Member McLaughlin made a motion to table Items 4a through 4c until the December 20, 2010 meeting. Vice Chair Kirkland seconded the motion. Motion passed unanimously, 6-0.

5) **Board Members Closing Comments.**
   Board Member McLaughlin suggested that they review the City Council's Strategic Map before the next workshop.

Next Scheduled Tourism Advisory Board Meeting Special Called Meeting: Monday, December 20, 2010 At 6:30 P.M. at The Cedar Park Recreation Center.

Potential Joint Meeting with City Council On January 6, 2010 at 6:30 pm at the Cedar Park Public Library.

6) **Adjournment.**
   Vice Chair Kirkland moved to adjourn the meeting at 8:46 PM. Board Member Schoen seconded the motion. The motion passed unanimously, 6-0.

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

Alain O'Tool, Chair Mel Kirkland

ATTESTED BY:

Duane Smith,
Tourism & Community Development Manager

CEDAR PARK

MINUTES
SPECIAL CALLED MEETING
STRATEGIC PLANNING WORKSHOP
TOURISM ADVISORY BOARD
MONDAY, DECEMBER 20, 2010 AT 6:30 PM

Cedar Park Recreation Center, 1435 Main Street, Cedar Park, Texas 78613

BOARD MEMBERS

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

1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chair O'Tool called the meeting to order at 6:37 PM with five members present. Board Member Schoen was absent. One Board Member seat is vacant.

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

Chair O'Tool called up Items 3a through 3f together.

3) **Planning Workshop – Discussion Items Only**
(The Board may engage in dialog and discussion however no Board action is required)
   a) **Review of Informational Items from Dec. 16 Workshop**
   b) **Review of Mission/Purpose Statement**
   c) **Review of Guiding Principles**
   d) **Consideration of Vision Statement**
   e) **Consideration and Development of Board Goals**
   f) **Consideration and Development of Board Strategies and Activities**

Duane Smith advised the Board that Chair O'Tool and Board Member McLaughlin had provided versions of the Mission Statement for review. They discussed that the Board does not create opportunities, but they facilitate in the creation of opportunities.

The draft Mission Statement created was: The mission of the City of Cedar Park Tourism Advisory Board is to support the positioning of Cedar Park as a Destination City by defining and recommending appropriate use of funding mechanisms to promote our attractions, resources and lodging opportunities to appropriate segments of the traveling public.

The Board determined that a Vision Statement was not required. The Board discussed their inventory of available resources. The resources/assets were meeting rooms, sports venues/fields (public and private), attractions (Cedar Park Center, Stars, Toros), the lake, and specialty areas

(scenic, nature). Additional resources were the Texas motor coach industry. Winter Texans, and the biker industry.

The following Goals and activities were proposed:

Goal: Partnerships/Tourism

- *To develop/establish an interactive relationship with the local lodging industry*
- *Cedar Park / Convention Visitors Bureau (CVB) - to develop an interactive relationship*
- *Attractions and assets*
- *Boards and Commissions – liaisons needed*
- *City Departments (especially Parks Department)*

Goal: Board Development / Efficiency

- *Education and training opportunities*
- *Time for development*
- *Limit discussions*
- *Alternate reports with highlights (Reports need brevity, clarity and relevance)*
- *New opportunities for marketing*
- *Impact efficiency (success/failure)*
- *Shared use of laptops between Boards and Commissions*

Goal: Promotion and Marketing

- *Determine who (demographics) and why*
- *Update marketing campaign*
- *Review promotional opportunities*
- *Paid advertising versus free advertising (hosting travel writers)*
- *Local awareness*
- *Evaluations*
- *Mobile kiosk*
- *Web site update*

Goal: Project/Proposal Review

- *Revise application process (top priority)*
  - *Tutorial*
  - *Evaluation (need tool to evaluate what's productive/not productive)*
- *Feedback Form (Post Event Report)*
- *Review matrix - tie it directly to application*

The Board discussed the possibility of two or three members touring the local hotels and scheduling a joint meeting with the hoteliers later this year.

4) **Board Members Closing Comments.**
None.

Next Regularly Scheduled Meeting of the Tourism Advisory Board January 3rd, at 6:30 PM at the Cedar Park Public Library.

Potential Joint Meeting with City Council On January 6, 2010 at 6:30 PM at the Cedar Park Public Library.

5) **Adjournment.**
Chair O'Tool adjourned meeting at 8:35 p.m.

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

Alain O'Tool, Chair Mel Kirkland

ATTESTED BY:

Duane Smith,
Tourism & Community Development Manager