



**MINUTES**  
**REGULAR CALLED MEETING**  
**TOURISM ADVISORY BOARD**  
**FRIDAY, JANUARY 9, 2009 AT 8:00 AM**  
*Board Room, Cedar Park Library, 550 Discovery Boulevard*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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 8:05 am. A quorum was established, with Don Moore, Jon Lux, Mel Kirkland, Mike McCloskey and Charles Hamsa present. The meeting was declared open. Matthew Olguin arrived at 8:12 am and Robert Schoen arrived at 8:33 am.*

**2. Board Opening Comments**

*Charles Hamsa announced that he had a couple of ideas that he'd like the board to consider when they discuss future goals: twinning with another city; and, honorary Cedar Park Citizenship certificates.*

**3. Citizen Communication**

*None*

**4. Approval of Minutes**

A. Consider Approval Of Meeting Minutes From Regular Called Meeting on December 12, 2008.

*Charles Hamsa made the motion to approve minutes. Mel Kirkland seconded motion. Motion passed 5:0.*

**5. Excuse Absences**

A. Authorization To Excuse Board Member Jon Lux for being absent from the December 12, 2008 Regular Called Board Meeting.

*Mike McCloskey made the motion to excuse the absences. Charles Hamsa seconded motion. Motion passed 5:0.*

**6. Discussion Only**

- A. Progress Report on new hotels under development/review: Mark Lewis, Building Inspection Director  
*Mark Lewis told Board that there are 3 hotels under development or predevelopment with the City: LaQuinta Inn and Suites, a 75 guest room hotel, to be located at SW corner of E. Whitestone and 183A; Candlewood Suites, a 80 guest room hotel, to be located at 1100 Cottonwood Cr. Trail; and a Motel 6 which is under predevelopment.*
- B. Occupancy Tax Budget Report: Aaron Rector, Budget Manager  
*Aaron Rector provided Board with the November Monthly Update which included a comparison of FY2007-08 YTD as compared to FY2008-09 YTD and the % of budget. Aaron indicated that the Board now has a fund balance of \$768,000. Melanie Carr informed Board that we would be providing quarterly reports on the budget.*
- C. Monthly report on CVB activities and visitor requests: Harold Dean, Chamber of Commerce  
*Harold Dean introduced Aimee George as his new employee who would be assisting the with Tourism duties at the Visitor Center. He also indicated that during the month of December the helped 13 walk-in/phone call requests and mailed out 118 out information packets to requests received from magazines. They also delivered 50 brochures to each hotel.*
- D. Marketing Update on web statistics and advertising: Amy Stevens/Marketing Edge Ventures  
*Amy Stevens reported 1603 unique visitors to website and 2254 total number of visits. Top links to [www.cedarparkfun.com](http://www.cedarparkfun.com) site come from City of Cedar Park, Austin Steam Train and then Austin 360. Amy then highlighted new ads for Southern Living and Austin Monthly.*
- E. Progress Report on Cedar Park Center staffing and events  
*Melanie Carr reported that the Cedar Park Center has hired Stephen Grossman of KeyComm PR & Marketing as the Booking Agent for the Center and also the Dr. Pepper Starcenter in Frisco. As far as events go, the Center is reportedly working on concerts and family shows but they cannot discuss until contracts are finalized. A representative of the Center will be at next Tourism meeting to provide a further update.*

## **7. Discussion and Possible Action**

- A. Establishing a formal statement of goals, objectives and priorities for the Tourism Advisory Board  
*Anne Keene of the Crossnore Group presented the Board with a rough draft of the goals that came out of the Tourism subcommittee meeting. They focused on four major areas: Business and Retail; Sports and Recreation; Culture and the Arts; and, Travel Destination Venues. Don Moore stated that this was a good starting point and asked if any Board members had anything to add. Charles Hamsa requested that the Board consider twinning with another city and offering honorary Cedar Park citizenship certificates. Don Moore also requested that Aimee George begin researching land costs in case the Board decides on moving forward with either a museum or heritage center. Mike McCloskey stated that he would like the subcommittee to meet again to further discuss and narrow down focus. Mike said the subcommittee could then present their final draft to the Board for consideration. Melanie Carr reminded board that the Heritage Preservation Society requested that our Board hold off making a decision on a*

*museum/heritage center until they have had a chance to discuss. They will have representation at our February meeting. Staff was instructed to set up subcommittee meeting after legal has had a chance to review first draft. No action was taken.*

**8. Closing Comments**

*None*

**9. Adjournment**

*The meeting was adjourned at 9:02 am.*

**PASSED AND APPROVED THIS 13<sup>TH</sup> DAY OF FEBRUARY, 2009.**

\_\_\_\_\_  
Don Moore, Tourism Board Chairman

**ATTESTED BY:**

\_\_\_\_\_  
Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, FEBRUARY 13, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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**

*Meeting called to order at 8:02am with Don Moore, Jon Lux, Mel Kirkland, Matthew Olguin and Mike McCloskey present. Robert Schoen arrived at 8:20 in time for Agenda item 6.*

**2) Board Opening Comments**

*None.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a)** Consider Approval Of Meeting Minutes From Regular Called Meeting on January 9, 2009.

*Mike McCloskey made a motion to approve minutes from January 9, 2009 meeting. Jon Lux seconded motion. Motion passed 5:0.*

**5) Discussion Only**

**a)** Progress Report on Cedar Park Entertainment Center: Rick McLaughlin, General Manager of CPC

*Rick McLaughlin announced that construction was on time and budget. He's hiring new sales staff. He announced that the CPC has sold 700 full-season tickets for the hockey season, which amounts to \$700,000. In corporate sales, they have brought in \$750,000.*

*Their largest sponsor is the Cedar Park Medical Center, and they are also partnering with Dell, State Farm, Pepsi and Coke. They are targeting 125 events*

for the first year, 42 of which will be hockey games. They are in discussion with two major promoters in the nation to get major concerts and acts. They are also looking to bring in family show promoters for events such as the circus and Disney on Ice. Mr. McLaughlin announced that they already have a signed contract for the family show "Walking with Dinosaurs". There will be 10 performances of this show starting October 27<sup>th</sup>.

Don Moore asked Mr. McLaughlin how the city can help promote the Cedar Park Center. Mr. McLaughlin asked if we could include the event center in promotional efforts and promote regionally to our neighboring communities.

Mike McCloskey requested that we integrate the Event Center's calendar of events with the Convention & Visitor Bureau's website. Mr. McLaughlin said that would be great and he'll get us a calendar as soon as one is in place.

John Lux asked Mr. McLaughlin if they could try to tie into our city events as well to get overnight stays. Mr. McLaughlin says his goal is to have some kind of event booked for every weekend night so that would work nicely with city events.

Mr. McLaughlin announced that they plan to have a major concert to open the Center on October 9<sup>th</sup> and plan to have October 14<sup>th</sup> as the opening day for Hockey.

Mr. McLaughlin announced that they are trying to get Ticketmasters to be their ticket distributor.

Don Moore asked if any schools have reserved dates for their high school graduations. Mr. McLaughlin announced they have not. Mel Kirkland asked staff if they could contact school districts in the area to alert them that the Cedar Park Center has started booking dates.

**b) Monthly Report on Convention & Visitor Bureau Activities and Visitor Requests:**  
Harold Dean, Chamber of Commerce

Aimee Whitley-George, the Convention & Visitors Bureau manager presented the report. She stated that TexDot has moved the Tourism information signs over to Whitestone Blvd from 183. The Chamber has added the tourism logo to its website. Aimee has contacted several local tourist-related businesses about their participation in our upcoming coupon book. She reported that the feedback to this project has been good, but no businesses have signed up to participate yet. Aimee also stated that she had met with the representative from the Hill Country Trail organization, and they are going to put information on the trail grand opening and the City's Heritage Festival on their website.

**c) Marketing Update on Cedarparkfun.com Web Statistics and Advertising:** Amy Stevens, Marketing Edge Ventures

Amy Stevens reported the web statistics for the month of January. The number of visitors was down from December; however, she reported that this is common after the holidays. Amy also showed the Board an example of a coupon book so that they could visualize what it would look like. She also announced she is looking into marketing opportunities with TML magazine and RV magazines.

**d) Update on Tourist Center Signs for Kiosks:** Melanie Carr

Melanie Carr announced that the four "Tourist Center" blades for the city kiosks have been installed.

- e) Report on Texas Association of Convention and Visitor Bureau's Mid-Winter Conference Held on January 12-14, 2009: Melanie Carr  
*Melanie Carr gave an overview of the conference she attended, highlighting the seminars she sat in and the discussions that we held. Melanie gave all Board members copies of the notes that were handed out at the seminars.*

**6) Discussion and Possible Action**

- a) Establishing a Formal Statement of Goals, Objectives and Priorities for the Tourism Advisory Board

*Melanie Carr told the Board that the draft statement of goals, objectives and priorities presented were recommendations made by the subcommittee. The subcommittee met two times to refine the suggested draft. The Board could make changes, additions, subtractions as they saw fit. Julie Pandya told the Board that the legal department was currently drafting a revision to the City's Hotel/Motel Occupancy Tax ordinance to add two permissible uses for the revenues of the Hotel/Motel Occupancy Tax, one of which is to cover expenses related to sporting events in which the majority of the participants are tourists. Julie mentioned that Council would need to approve the amended ordinance before we could move forward with the goal to "work with LISD, sports leagues, and Parks and Recreation to bring sports tournaments to the area". Mike McCloskey made the motion to approve the formal statement of goals, objectives and priorities contingent on approval by the City Council on the Hotel Occupancy Tax ordinance revision. Robert Schoen seconded motion. Motion passed 6:0.*

**7) Closing Comments**

*Don Moore thanked Robert Schoen for bringing the Steam Train offices to Cedar Park. Mel Kirkland said he saw News 8's story on the Steam Train's Mardi Gras mystery train ride. Dr. Schoen said that event is now sold out. Mike McCloskey said he was really excited about the Cedar Park Center and thinks it's great that they are going to try to get activities every week. Mike asked if we could get a future agenda item on RV park opportunities and asked that we invite someone from our Economic Development department to speak on this topic.*

**8) Adjournment**

*Meeting adjourned at 8:59am.*

**PASSED AND APPROVED THIS 13<sup>TH</sup> DAY OF MARCH, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, MARCH 13, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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**

*Meeting called to order at 8:02am with Don Moore, Matthew Olguin, Mike McCloskey and Jon Lux present. Robert Schoen arrived at 8:17am.*

**2) Board Opening Comments**

*Mike McCloskey mentioned that he had attended the ground breaking for Candlewood Suites. He also said he would like a future agenda item on ways the Convention & Visitor Bureau can help promote local businesses to the patrons riding the Steam Train. Don Moore agreed that was a good idea, especially with their main office moving to Cedar Park.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a) Consider Approval Of Meeting Minutes From Regular Called Meeting on February 13, 2009.**

*Mike McCloskey made a motion to approve minutes from February 13, 2009 meeting. Jon Lux seconded motion. Motion passed 4:0.*

**5) Discussion Only**

**a) Economic Development Opportunities Related to RV Parks (McCloskey): Phil Brewer, Economic Development Director**

*Phil Brewer gave the Board overview on the three types of parks: those in high-volume areas, overnight parks, and destination parks. He pointed out that, regardless the type of park, they all require more land now than in the past due to*

larger RV's and the need for drive-through parking spots. He also reported that this type of park would require amenities such as water, sewer, electricity, WiFi, shower facilities, and laundry facilities. Phil Brewer said a city is faced with the following barriers to development: cost of land, zoning requirements, and perception/public relations issues. From an Economic Development standpoint, Phil said that a project such as this would have minimal job creation, minimal AV/sales tax generation, and would not be the best use of a limited resource (land). Mike McCloskey asked if the Water Park or Cedar Park Center had considered having one on their properties. Phil indicated that there has been no mention of having an RV park as part of these projects, but he said he would inquire into it.

**b) Monthly Report on Convention & Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce**

*Aimee George updated the Board on her progress with the coupon book. To date, she has around 22 businesses committed, but she wants to move the final deadline for submission to March 20<sup>th</sup> to try to get more companies involved. Aimee then updated the Board about upcoming events, including the Cedar Chopper Barbecue Cook-off. She mentioned she would have a tourism booth there. Finally, Aimee presented the Board with the tally of the inquiries/leads that she has received this month (104).*

**c) Marketing Update on Cedarparkfun.com Web Statistics and Advertising: Amy Stevens, Marketing Edge Ventures**

*Amy Stevens showed the Tourism Board the new magazine advertisements she is working on and went over the web statistics for the month of February.*

**d) Staff Report on Upcoming City Activities: Melanie Carr, Communications Manager**

**i) Movies in the Park – To Be Held March 27<sup>th</sup> & April 10<sup>th</sup> at Milburn Park**

**ii) Heritage Parade and Festival – To Be Held March 28<sup>th</sup> at Heritage Oak Park & Milburn Park**

**iii) Spring Egg-Stravaganza – To Be Held April 5<sup>th</sup> at Milburn Park**

*Melanie Carr told the Board about the upcoming city activities mentioned above including date, time and location.*

**6) Discussion and Possible Action**

**a) Consider Revision of Tourism Advisory Board's Strategic Goals & Priorities to Directly Include the Cedar Park Center.**

*Don Moore told the Board that during his presentation of goals to City Council, the Council asked that the Tourism Board's Strategic Goals and Priorities more directly reflect its support of the Cedar Park Center as a tourist attraction. Robert Schoen and Jon Lux mentioned that they did not think this was a good idea because they believed the Board's goals were supposed to be broad and applicable to all tourist attractions. Robert Schoen mentioned that none of the Board's goals specifically mentioned the steam train. Mike McCloskey said that the City has made a huge investment into this project, so it should be addressed.*

*Mike then made a motion to have staff rework the Strategic Goals & Priorities to include an item that directly addresses the Cedar Park Center. Robert Schoen seconded the motion. Motion passed 4:1 with Jon Lux in opposition.*

- b) Consider Recommending the Town of Windsor, Nova Scotia as a Partner for a “Sister City” Promotional Partnership with Cedar Park**

*Don Moore made the motion to table this item to a later meeting since Charles Hamsa (board member who is spearheading this idea) was not present. Jon Lux seconded the motion. Motion passed 5:0.*

- c) Consider Nominating a Tourism Board Member to Appear Before the Historical and Cultural Preservation Commission to Present an Overview of the Tourism Advisory Board’s Goal of Establishing a Visitor Center with Museum Component.**

*Don Moore volunteered to go before the Historical and Cultural Preservation Commission. Mike McCloskey then made the motion to appoint Don with the task of making a presentation to the Historical and Cultural Preservation Commission. Robert Schoen seconded. Motion passed 5:0.*

**7) Closing Comments**

*None.*

**8) Adjournment**

*Matthew Olguin made the motion to adjourn meeting. Robert Schoen seconded the motion. Motion passed 5:0. Meeting adjourned at 8:49am.*

**PASSED AND APPROVED THIS 10<sup>TH</sup> DAY OF APRIL, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

\_\_\_\_\_  
Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, APRIL 10, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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**

*Meeting was called to order at 8:05am. Present were Don Moore, Jon Lux, Mike McCloskey and Charles Hamsa. Robert Schoen arrived during item 5A.*

**2) Board Opening Comments**

*none*

**3) Citizen Communications**

*none*

**4) Approval of Minutes**

- a) Consider Approval Of Meeting Minutes From Regular Called Meeting on March 13, 2009.

*Mike McCloskey clarified his opening comments at the March 13, 2009 Tourism meeting to state that he wanted a future agenda item on ways the Convention & Visitor Bureau can help promote local businesses to patron riding the steam train. Mike McCloskey made the motion to approve minutes with this amendment. Charles Hamsa seconded. Motion passed 4:0 with 3 members absent.*

**5) Discussion Only**

- a) Overview of Board Procedures, Operations, and Open Meetings Law: Charles Rowland, City Attorney.

*Charles Rowland discussed the need for transparency. Stated that agenda must set forth exactly what you plan to do and should avoid broad, vague items on it. Mr. Rowland stated that if something is not written down on agenda, it cannot be discussed. Mr. Rowland also stressed to the Board that the law punishes open*

*meeting violations. Mr. Rowland reminded the Board members that they cannot have discussion or dialogue amongst themselves or with a citizen during the citizen communication item; they can, however, correct incorrect information.*

- b) Local Hotel Occupancy Tax Budget Report:** Aaron Rector, Budget Manager.  
*Aaron Rector went over the Tourism fund's year-to-date revenue and expenditure summary for FY2008-2009. Mr. Rector also presented an occupancy tax quarterly history report to the Board.*
- c) Monthly Report on Convention & Visitor Bureau Activities and Visitor Requests:** Aimee George, Chamber of Commerce.  
*Aimee George gave the Board members a detailed breakdown of leads including walk-ins, phone calls, and requests obtained from our advertising partners. Ms. George gave an update on the current outreach efforts by the CVB, including its entry in the Heritage Parade and booths at both the Chopper Festival and the Heritage Festival. Ms. George then gave an update on upcoming events.*
- d) Marketing Update on Cedarparkfun.com Web Statistics and Advertising:** Melanie Carr, Communications Manager.  
*Melanie Carr presented the Board with an update on marketing efforts, which included web statistics from cedarparkfun.com, delivery of restaurant guide brochures, advertisement scheduling and placement, and website enhancement.*

**6) Discussion and Possible Action**

- a) Consider Language Revising The Tourism Advisory Board's Strategic Goals And Priorities To Directly Include The Cedar Park Center.**  
*Upon City Council's suggestion, the Board considered including a customer service goal to address the Cedar Park Center. First suggestion was "Collaborate with the Cedar Park Center for maximum exposure and co-advertising opportunities." Jon Lux suggested changing it from "co-advertising opportunities" to "promotional opportunities" so that it was broader. Don Moore agreed that the Board needed to be open to assist in any way. Mike McCloskey agreed this was more inclusive and made the motion to approve the revision as discussed. Jon Lux seconded. Motion passed 5:0 with 2 members absent.*
- b) Consider Recommending the Town of Windsor, Nova Scotia as a Partner for a "Sister City" Promotional Partnership with Cedar Park.**  
*Charles Hamsa said he would like the Board to form a sister city relationship with Windsor, Nova Scotia. He has spoken with a Windsor's city representative, and they are receptive to the idea. Both communities have some commonalities. Windsor is known as the birthplace of hockey and also has a rich history with trains and public railways. Don Moore made the motion to partner with Windsor, Nova Scotia for a sister city partnership, pending the City Council's approval. Robert Schoen seconded motion. Don Moore asked Charles Hamsa to be*

*prepared to attend future council meeting to discuss item with them. Motion passed 5:0 with 2 members absent.*

**7) Closing Comments**

*Don Moore told the Board that he attended the last Historic Preservation Board meeting to go over Tourism's Strategic Goals and Priorities. Mr. Moore told them the Tourism Board felt our greatest need was for a visitor center to house both the Convention and Visitors Bureau and have a museum component. Mr. Moore said the Historic Preservation Board seemed positive about the direction the Tourism Board was taking and seemed supportive.*

**8) Adjournment**

*Mike McCloskey made motion to adjourn meeting. Robert Schoen seconded. Motion passed 5:0 with 2 members absent. Meeting adjourned at 9:01am.*

**PASSED AND APPROVED THIS 8<sup>TH</sup> DAY OF MAY, 2009.**

\_\_\_\_\_  
Don Moore, Tourism Board Chairman

**ATTESTED BY:**

\_\_\_\_\_  
Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, MAY 8, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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**

*Meeting declared open at 8:03am.*

**2) Board Opening Comments**

*Mike McCloskey announced that he had gone on the Steam Train excursion with the Chamber of Commerce and that it was very enjoyable. Mel Kirkland announced that he had taken a tour of the Foreman's house. Charles Hamsa told board that he enjoyed reading the Hill Country News Thursday edition and mentioned an article about a local lady who made reusable bags for HEB.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

- a)** Consider Approval Of Meeting Minutes From Regular Called Meeting on April 10, 2009.

*Mike McCloskey made motion to approve minutes from April 10, 2009. Charles Hamsa seconded. Motion passed 6:0. (Robert Schoen not present for vote.)*

**5) Discussion Only**

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

*Aimee George announced that the coupon book was complete and was at the printers. She spoke with the Stars and introduced them to Michael Clay, a member of the Texas Music Project, about possible involvement with the Center. Ms. George said restaurant guides were given to the local Hotels, the Steam*

*Train, and local points of interest for distribution to guests and visitors. She is currently trying to educate the community about our website. Ms. George told the board that she is in the process of making up a card with all local information that she could put in the LISD's teachers' boxes. Mel Kirkland suggested including something like this in utility bills as well. Charles Hamsa suggested we also email it out. Ms. George then spoke about upcoming events, such as: the Concert in the Park; the Chamber's Sporting Clay tournament; the Chamber's annual banquet; and the 4<sup>th</sup> of July Celebration.*

- b) Marketing Update on Cedarparkfun.com Web Statistics and Advertising: Melanie Carr, Communications Manager.**

*Melanie Carr announced that new ads have been created for Texas Monthly and the Lago Vista map. Mrs. Carr told board that marketing team is in the process of adding a photo gallery to the website and are working on cross linking opportunities with local businesses. Mrs. Carr reported that hits to website were down slightly from April. Robert Schoen asked if our advertising was working and how do we track. Mrs. Carr said the only tracking mechanism currently in place is our lead sheet. We get monthly leads from ads in Texas Highways, Texas State Travel, Tour Texas, and Southern Living. While we now these people are requesting information about Cedar Park, we do not know if they are actually visiting our city. Aimee George told board that she could develop a form for local hotels to fill out which could track the reason for their visits.*

## **6) Discussion and Possible Action**

- a) Consider Recommendations For Marketing Local Attractions To Steam Train Patrons (McCloskey)**

*Mike McCloskey mentioned that on his recent Steam Train ride, there was no place to eat in Bertram. He would like to see our restaurant guide given to all train travelers so when they return they could dine in Cedar Park. Robert Schoen said he would be happy to have his staff distribute if we could provide them with the brochures. Dr. Schoen also suggested handing out area maps.*

- b) Consider Recommendation To Enter Into A Contract with ConsultEcon for Phase Two of Study to Address Tourism Board's Strategic Goal of Establishing a Permanent Visitor's Center That Includes a Museum Component.**

*Melanie Carr went over ConsultEcon's proposal with the board. Don Moore said he would like to see a visitor center located near the train and hose train memorabilia. Mr. Moore was concerned about the cost of Phase 2 study. Robert Schoen asked if we got our money's worth from the first study. Mel Kirkland said while the board all knew what they thought the results of the study would be, it made it clear to the entire city and indicated what was viable and what was not. Jon Lux felt the study only told us what we already knew. Charles Hamsa suggested postponing any decision until Cedar Park Center opened. Mike McCloskey suggested hosting a workshop to better define what the board wanted in a visitor center. Don Moore said the board would probably need to hire a consultant but that it was too early to do so. Mel Kirkland made a motion to table the ConsultEcon proposal for 2 months and to bring it back before the board in*

*60 days to discuss again. Mike McCloskey seconded the motion. Motion passed 7:0. Mel Kirkland then made a motion to form a task force to come up with a plan for the visitor center with Don Moore, Charles Hamsa and Jon Lux nominated. Matthew Olguin seconded motion. Motion passed 7:0.*

**7) Closing Comments**

*None.*

**8) Adjournment**

*Mike McCloskey made motion to adjourn meeting. Mel Kirkland seconded. Motion passed 7:0. Meeting adjourned at 8:54am.*

**PASSED AND APPROVED THIS 12<sup>TH</sup> DAY OF JUNE, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, JUNE 12, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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. The meeting was declared open with Jon Lux absent. Robert Schoen was not present at the start of the meeting, but he arrived in time for Discussion items.*

**2) Opening Comments**

*None.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a)** Consider Approval Of Meeting Minutes From Regular Called Meeting on May 8, 2009.

*Mike McCloskey made a motion to approve minutes from May 8, 2009. Mel Kirkland seconded. 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 George announced that the coupon book is in and distribution has begun. She mentioned people are still having difficulty locating their office and are frustrated with location and signage. Ms. George informed the Board about a new website [www.cedarpark360.com](http://www.cedarpark360.com). Aimee announced she is now monitoring the brochures set out in kiosks and has added this to leads sheet. She has also delivered 4,000 Cedar Park Fun brochures to teachers in LISD to educate them*

*and their relatives about what our City has to offer. Lastly, she mentioned upcoming activities including the Visitor Impact Group meeting.*

- b) Marketing Update on Cedarparkfun.com Web Statistics and Advertising: Melanie Carr, Communications Manager.

*Melanie Carr announced that new ads have been created for Texas Events Calendar. She also went over web highlights, including number of hits and the completion of the new photo upload page.*

- c) Discuss Tourism Funding Application Procedures and Deadlines: Melanie Carr, Communications Manager.

*Mrs. Carr went over the procedures for submittals for requests. This included dates, times, and location of packet pickups.*

- d) Upcoming City Events:

i) 4<sup>th</sup> of July Celebration at Milburn Park: Melanie Carr, Communication Manager

ii) Grand Opening of Cedar Park Recreation Center: Melanie Carr, Communication Manager

*Ms. Carr gave the details of both events including dates, times, locations and events planned. 4<sup>th</sup> of July Event to be held on Saturday July 4<sup>th</sup> from 4-10:40pm at Elizabeth Milburn Park with live music, food, air castles, sack races, a washer tournament and a fireworks display sponsored by H.E.B. The Grand Opening for the Recreation Center is tentatively planned for July 11<sup>th</sup> from 10am – 2pm. The address of the facility is 1435 Main Street. There will be tours, live music, food and fun activities including a Free-throw competition involving some of our City Council members.*

## **6) Discussion and Possible Action**

- a) Consider Recommendation To Staff Regarding Requests for Consultant Proposals on Developing a Permanent Visitor Center with Museum Component.

*Don Moore went over the results of the recommendations the task force (Don Moore, Jon Lux and Charles Hamsa) came up with out of their meeting. The main conclusion was that they felt an outside expert should be hired to determine size, location, and amenities for the proposed Visitor Center. Task Force recommended sending out an RFP (request for proposal) to select an expert. Robert Schoen made the motion to have the staff send out an RFP. Mel Kirkland seconded motion. Motion passed 6:0.*

## **7) Closing Comments**

*Matthew Olguin mentioned attending the press announcement at the Cedar Park Center for their first family show, Walking with Dinosaurs. He was very impressed. Mike McCloskey echoed that sentiment saying this is a huge event that will have excellent economic benefits and shows the huge potential of the Cedar Park Center.*

## **8) Adjournment**

*Robert Schoen made motion to adjourn meeting. Mel Kirkland seconded. Motion passed 6:0. Meeting adjourned at 8:40am.*

**PASSED AND APPROVED THIS 10<sup>TH</sup> DAY OF JULY, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, JULY 10, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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 8:03am. The meeting was declared open with all members present.*

**2) Opening Comments**

*None.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a)** Consider Approval Of Meeting Minutes From Regular Called Meeting on June 12, 2009.

*Mike McCloskey made a motion to approve minutes from May 8, 2009. Matthew Olguin seconded. Motion passed 7:0.*

**5) Excuse Absences**

**a)** Consider Excusing Board Member Jon Lux's absence from the June 12, 2009 Regular Called Tourism Advisory Board Meeting.

*Robert Schoen made the motion to excuse the absence. Mel Kirkland seconded. Motion passed 7:0.*

**6) Discussion Only**

**a)** Year-To-Date Revenue, Expenditures and Fun Balance for Fiscal Year 2008-2009  
Budget: Aaron Rector, Budget Manager

*Aaron Rector presented board with a spreadsheet that tracked revenue and expenses. He stated that revenues were down this year but as long as the Tourism Advisory Board does not spent the contingency funds, the budget should balance.*

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

*Aimee Whitley-George stated that half of the coupon books printed have been handed out with the majority going to patrons of the Steam Train. Ms. George stated that Harold Dean, Melanie Carr and herself attended a regional CVB meeting that the Austin CVB held to discuss how our cities can assist each other in promoting tourism. Ms. George also mentioned that a meeting was held with representatives of the Texas Stars to discuss upcoming marketing opportunities and how the two entities could work together. Ms. George then announced that she and Melanie Carr would be attending the Texas Association of Convention and Visitors Bureau annual conference in August. She then passed out a lead sheet and mentioned some upcoming activities.*

- c) Monthly Marketing Update and Discussion of Use of Social Media to Promote Cedar Park as a Visitor Destination: Amy Stevens, Marketing Edge Ventures.

*Amy Stevens reported to board that since meeting in June, three new ads had been created including one for Texas Monthly's Tour Guide and Meeting Planner. She also told board that she has been reworking Cedar Park's presence on the Tour Texas website. Mrs. Stevens announced that web hits were up 50,000 from last month, and she gave board a brief overview of social media including types of sites, who's doing it, and possible benefits.*

- d) Report on Texas Tourism Regional Hotel Statistics: Melanie Carr, Communications Manager.

*Melanie Carr provided board with a report that is offered online at [travel.state.tx.us](http://travel.state.tx.us) on regional hotel statistics. The report only has two of Cedar Park's hotels listed but shows revenue and occupancy rates by quarters. Don Moore pointed out that the report shows a trend downward.*

- e) Upcoming City Events:

- i) Ribbon Cutting for Recreation Center – July 11, 2009, from 10-2pm at 1435 Main Street: Melanie Carr, Communication Manager

*Melanie Carr presented details on the upcoming ribbon cutting for the Recreation Center and invited Board and Community to attend.*

## **7) Discussion and Possible Action**

- a) Consideration and Possible Recommendations on Fiscal Year 2009-2010 Occupancy Tax Budget

- i) Consider Recommendation to Allocate 10% of Fiscal Year Budget to Fund Public Art: Melanie Carr, Communications Manager.

*Melanie Carr told board that the City Council was looking into ways to fund public art. Currently three options were being discussed: voluntary*

*donations; percentage for arts on major construction projects; allocating 10% of tourism budget for public arts. While Council has not made any decisions at this time, Mrs. Carr alerted board to possibility and requested feedback. Mike McCloskey said he would prefer to see this on a case by case basis. He would like the flexibility to review art project requests on a yearly basis. Robert Schoen agreed that we already have a mechanism in place to handle these kinds of projects. Charles Hamsa made a motion to delay any action for a few months to see how the Cedar Park Center opening affects our revenues. Motion died for lack of a second. Mel Kirkland said he was not opposed to funding arts. Don Moore agreed there is a need for the arts. Mike McCloskey stated that there was a proposal coming before the board (Veterans Memorial Statue) which if approved would satisfy the 10%. No further action was taken on this item.*

- ii)** Consider Recommending Approval of Marketing Calendar for Fiscal Year 2009-2010: Amy Stevens, Marketing Edge Ventures.

*Amy Stevens presented board with marketing calendar for FY09-10. She went over new additions to calendar, items deleted, and funding costs. Mrs. Stevens said the calendar reflected a total increase to \$70,000 from \$50,000 currently. Mike McCloskey concerned with budget increase. He asked if we were looking at doing any co-op advertising with the Stars. Melanie Carr told him that we were pursuing that. Don Moore agreed that budget increase was too substantial. Melanie Carr said if board would like to scale back amount, they should recommend a dollar amount they are comfortable with and we could present recommendations on how to accomplish that at next meeting. Mel Kirkland made motion to scale back marketing budget to \$58,000. Matthew Olguin seconded. Motion passed 7:0.*

- iii)** Consider Recommendation Regarding Funding for Cedar Park Center

*Melanie Carr told board that the Cedar Park Center was requesting \$20,000 to go towards billboards and magazine, print and radio advertising. Board asked representatives where billboards would be located. Veronica Ruiz stated that they are looking to put them on I-35 near San Marcos and Killeen/Temple areas. Mike McCloskey asked if they would be willing to incorporate the cedar park fun logo into their ads. Veronica stated they would. Don Moore also asked them to promote our hotels when applicable. Mike McCloskey made a motion to approve funding in the amount of \$20,000 pending a conceptual presentation of how ads will look. Mel Kirkland seconded. Motion passed 7:0.*

- iv)** Consider Recommendation Regarding Funding for Texas Music Project

*Don Moore tabled agenda item as there were no representatives present to answer questions on funding request.*

- v)** Consider Recommendation Regarding Funding for the Heritage Society

*Melanie Carr told board that this request was for \$3,000 for the Heritage Society to update and print historic brochure. Ginger Tremblay told board that brochures have not been updated since 2004 and they want to add more pictures change up the text and make them generally more of an enticement to visit. Don Moore stated that he wanted them to include the cedar park fun logo in the new brochures. Ginger said they'd be happy to and that they were going to be working with Amy Stevens with Marketing Edge Ventures so this would be easy to do. Charles Hamsa made the motion to approve funding in the amount of \$3,000 provided that brochures included cedar park fun logo. Mel Kirkland seconded. Motion passed 7:0.*

**vi) Consider Recommendation Regarding Funding for the Veterans Memorial**

*Melanie Carr told board that the Veterans Memorial Citizens Advisory Committee were requesting \$30,000 from the Tourism board. \$25,000 of that would go toward the construction of the sculpture for Veterans Memorial Park and \$5,000 would go towards advertising. Mike McCloskey asked what the advertising money would be used for. The representative was not sure. Melanie Carr told board that she was told this money would be used locally for advertising the fundraising of the project. Charles Hamsa mentioned he thought the \$25,000 funding request for sculpture was premature considering they have not really started their fundraising campaign. He told they should wait until the committee knows how much residents are donating and then come back to us to fund the remaining money needed. Mike McCloskey said city leadership wants tourism board to be involved in. He thinks board should step out and take leadership role in the fundraising. Don Moore said he agreed with Mike and believes board should help fund project. Project representative went over renderings of park memorial. Mike McCloskey made motion to approve funding in the amount of \$25,000 for the sculpture and an additional \$5,000 for advertising. Mel Kirkland seconded motion. Motion passed 6:0 (Robert Schoen not present for vote).*

**vii) Consider Recommendation Regarding Funding for the Austin Steam Train**

*Charles Hamsa stated that he is a volunteer with the Steam Train so could not participate in this agenda item and left the room during discussion and vote. Melanie Carr told board that the funding request was for \$65,000. \$50,000 of this is to help them build an engine house/tour center at the Cedar Park Rail yard. The other \$15,000 is for advertising. Holly Doggett stated the engine house will house the SP786, the steam engine, and that all ongoing maintenance of all the vintage railroad equipment will take place there. She said it will also be the focal point of tours. The engine house is expected to cost \$500,000 to build so they are asking for 10%. The funds for advertising will go to newspapers in central and south Texas and for new rack cards for visitor centers. Mike McCloskey stated he would like to see cedar park fun logo incorporated. Holly stated that all new ads and current rack cards do include our logo. She also said that the logo is also on the front page of their website. Mel Kirkland made the motion to approve funding in the amount of*

*\$50,000 for construction of engine house and another \$15,000 for advertising. Matthew Olguin seconded motion. Don Moore asked if they would be willing to change name from Austin Steam Train to the Cedar Park Steam Train as we are one of the largest financial contributors and since they now have all their operations out of Cedar Park. Holly stated that would need to be a discussion with Robert Schoen and the Train's board of directors. Jon Lux asked what ties the Steam Train to Austin. Holly stated the City of Austin owns the SP786, the steam engine. Motion passed 5:0 (Robert Schoen and Charles Hamsa absent).*

- viii)** Consider Recommendation Regarding Renewal of Contract with Chamber of Commerce for Operation of the Convention and Visitors Bureau for Fiscal Year 2009-2010.

*Melanie Carr presented board with the new contract with the Chamber of Commerce for the Operation of the Convention and Visitors Bureau. She stated the only change to contract included a rate change for Aimee Whitley-George but that the contract still was for the amount of up to but not exceeding \$60,000. Jerry Rose, the Chamber Board President, then presented board with highlights of accomplishments to-date for Convention and Visitors Bureau. Don Moore asked if the Chamber could include a short presentation at each monthly chamber luncheon to update business community on what Convention and Visitor Bureau is doing. Jerry Rose said Barbara Schaeffer who is on their board could handle these monthly updates at the luncheon. Charles Hamsa stated he thinks the Chamber and Aimee Whitley-George are doing a great job and passed along his thanks. Charles Hamsa then made motion to approve contract. Jon Lux seconded. Motion passed 5:0 (Robert Schoen and Matthew Olguin not present).*

- ix)** Consider A Recommendation to City Council Regarding Occupancy Tax Budget for Fiscal Year 2009-2010: Aaron Rector, Budget Manager.

*Melanie Carr pointed out to board that the board has approved requests that exceed our projected revenues so we might need to look at using some of our fund reserves. Mike McCloskey asked what falls under contract services in budget. Aaron Rector stated that includes administrative fees, and those requests we just granted. Melanie Carr stated that it also included fees we pay to Marketing Edge Ventures for Ad design and She Knows Design, for website services. Jon Lux asked when our budget goes before council. Aaron stated they would like to have a rough draft for their workshop on August 1<sup>st</sup>. Aaron said he could provide them with the changes approved today and that the Tourism Board could vote on budget at next meeting. Aaron did point out that some of the requests the Tourism Board approved today were one-time requests so these could come out of fund reserves. He will properly reflect these items in the budget he presents to Tourism Board at August meeting. Item tabled with no vote taken.*

## **8) Closing Comments**

*Mike McCloskey thanked Melanie Carr for preparing the agenda packet early and asked if she could provide this monthly. Mike McCloskey also asked for an agenda item at next meeting to discuss social networking in more detail. Don Moore told members that the City Council reappointed himself, Robert Schoen, Mel Kirkland and Jon Lux to their positions. Jon Lux thanked the Council for their vote of confidence.*

**9) Adjournment**

*Meeting adjourned at 9:53am.*

**PASSED AND APPROVED THIS 14<sup>TH</sup> DAY OF AUGUST, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, AUGUST 14, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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**

*Jon Lux and Charles Hamsa were absent from meeting. Don Moore called the meeting to order at 8:01.*

**2) Opening Comments**

*None.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a)** Consider Approval Of Meeting Minutes From Regular Called Tourism Advisory Board Meeting on July 10, 2009.

*Mike McCloskey moved to approve the minutes from July 10, 2009. Matthew Olguin seconded the motion. Motion passed 5:0.*

**5) Discussion Only**

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

*Aimee Whitley-George told the board that the coupon books are very popular with the Steam Train. She is also giving them out to hotels but is asking them to place in common areas as most people only use a couple coupons. Ms. George updated board on her participation the Regional Convention and Visitor Bureau meeting and that she would attend the annual TACVB conference in Waco with Melanie Carr. Ms. George told the board she held her first volunteer orientation*

*meeting, and is working on out-reach activities to bring more groups to our area. Ms. George then presented the board with a list of upcoming events and dates.*

- b) Monthly Marketing Update:** Amy Stevens, Marketing Edge Ventures.  
*Amy Stevens showed the board the revised advertising calendar for Fiscal Year 2009-2010, as well as new ads and brochure changes. Mrs. Stevens went over web highlights, announcing the cedarparkfun.com site had 70,000 more hits than last month.*
- c) Update of Request for Proposal (RFP) for Consultant Services for a Permanent Visitor Center with Museum Component:** Melanie Carr, Communications Manager  
*Melanie Carr told the board that the Request for Proposal (RFP) was currently being reviewed by the City's legal department, but that it should be sent out by beginning on next week. Mrs. Carr announced that the proposals would be due back to the City by September 8<sup>th</sup>. She told board that they would need to select members to be on the committee to review the proposals at the next Board meeting.*

#### **6) Discussion and Possible Action**

- a) Discussion of Use of Social Media to Promote Cedar Park as a Visitor Destination:** Amy Stevens, Marketing Edge Ventures  
*Jerri Conrado of Marketing Edge Ventures presented the board with two options for adding social media (Facebook and Twitter) to the marketing efforts. Option 1 included Marketing Edge Ventures setting up the accounts, custom designing sites and training. The cost for Option 1 is \$500. Option 2 includes the set-up and design; but under this option, Marketing Edge Ventures would handle the weekly management of both sites. The cost for this option is \$500 set up and \$750 a month. Mike McCloskey made the motion for the approval of option 1 with Melanie Carr handling monthly updates. Matthew Olguin seconded motion. Motion passed 5:0. The Board did mention that if workload became too much for Melanie that she should bring it to their attention for possible reconsideration.*
- b) Consideration and Possible Recommendations on Fiscal Year 2009-2010 Occupancy Tax Budget**
  - i) Consider Adjusting Recommended Budgeted Amount for Veterans Memorial Group:** Melanie Carr, Communications Manager.  
*Melanie Carr explained to board that they approved funding to the Veterans Memorial Group in the amount of \$30,000 at their last meeting; \$25,000 of which would be used for the sculpture and \$5,000 would be used for advertising for their fundraising. Upon legal review, the advertising money for fundraising is not an authorized use of Hotel Occupancy Tax funds. The Veterans Group was notified, and they chose to withdraw that portion of the request. Mrs. Carr advised the board that they just need to make a motion to recommend adjusted funding amount of \$25,000 for sculpture creation.*

*Robert Schoen made the motion to revise recommended funding in the amount of \$25,000 to be used for sculpture creation. Mel Kirkland seconded motion. Motion passed 5:0.*

- ii)** Consider Recommending Approval of Marketing Calendar and Budget for Fiscal Year 2009-2010: Amy Stevens, Marketing Edge Ventures.

*Amy Stevens presented the Board with a marketing calendar for Fiscal Year 2009-2010. At the July meeting, the board asked Amy and Melanie to look at ways to lower the budgeted amount proposed from \$70,000 to \$58,000. Amy recommended doing away with some of the local Austin advertising and those which seemed unsuccessful such as Texas Highways. The total recommended amount for advertising came in at \$52,843. Robert Schoen made the motion to recommend approval of marketing calendar. Mike McCloskey seconded motion. Motion passed 5:0.*

- iii)** Consider Tourism Financial Participation for City Events, including: 4<sup>th</sup> of July Fireworks; Splash Jam Fireworks; and, the Bydee Festival

*Curt Randa, the Parks & Recreation Director, appeared before the Board to request funding in the amount of \$41,000 to pay for fireworks at Splash Jam (\$15,000), fireworks and 4<sup>th</sup> of July (\$15,000) and festival costs for the Bydee Festival (\$11,000). Mike McCloskey stated that he felt the board should fund these expenses, as these events promote tourism and bring visitors in the area. He went on to say that he felt the Tourism Board should fund all the costs related to the festivals. Mr. McCloskey made a motion to fund each of the City's events that reach outside of Cedar Park and pay all costs. The motion died for a lack of a second. Mr. Randa expressed his gratitude for the sentiment but stressed that at this time his department only needed and was requesting the \$41,000. Assistant City Attorney Julie Pandya summarized the statutory requirements for expenditures of Hotel Occupancy Tax funds for the Board. Mike McCloskey made a motion to recommend approval of the requested amount. Robert Schoen seconded motion. Motion passed 4:0:1 with Mel Kirkland abstaining.*

- iv)** Consider A Recommendation to City Council Regarding Occupancy Tax Budget for Fiscal Year 2009-2010: Aaron Rector, Budget Manager.

*Aaron Rector presented the Board with the proposed budget for Fiscal Year 2009-2010. Aaron mentioned that the amount of funding for Public Arts included the adjusted \$25,000 for the Veterans Memorial Group. He also noted that he would move \$41,000 out of the contingency funds and create a line item for it titled Public Events. He would change the contingency fund to reflect new amount of \$4,000. Mel Kirkland made the motion to recommend approval of the Occupancy Tax Budget as Aaron had outlined. Matthew Olguin seconded the motion. Motion passed 5:0.*

## **7) Closing Comments**

*None.*

**8) Adjournment**

*Don Moore adjourned the meeting at 9:17am.*

**PASSED AND APPROVED THIS 11<sup>TH</sup> DAY OF SEPTEMBER, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD**

**FRIDAY, SEPTEMBER 11, 2009 AT 8:00 AM**

*Board Room, Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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 8:03am. Quorum was present with Robert Schoen and Matthew Olguin absent.*

**2) Opening Comments**

*Mel Kirkland told everyone to remember that today is 9/11. Mike McCloskey told the Board that he went to Splash Jam and that the fireworks were wonderful. He mentioned that many cities cannot afford to put on one fireworks display and that Cedar Park has put on two. Charles Hamsa announced that he also went to Splash Jam that the Veterans Memorial fundraising group was now selling the favors. He said it was a worthy cause and hopes they get good participation.*

**3) Citizen Communications**

**4) Approval of Minutes**

a) Consider Approval Of Meeting Minutes From Regular Called Tourism Advisory Board Meeting on August 14, 2009.

*Mel Kirkland pointed out that there needed to be a correction to item 6Bi. It said \$25.00 and it should have been \$25,000. He also said on item 6Biii, since he abstained his vote, it should have read 4:0:1 instead of 4:1. Mike McCloskey made the motion to pass the minutes with the noted corrections. Jon Lux seconded motion. Motion passed 5:0.*

**5) Excuse Absences**

a) Consider Excusing Board Members Jon Lux from the August 14, 2009 Regular Called Tourism Advisory Board Meeting.

- b) Consider Excusing Board Members Charles Hamsa from the August 14, 2009 Regular Called Tourism Advisory Board Meeting.

*Mel Kirkland made the motion to excuse Jon Lux and Charles Hamsa for being absent for the August 14<sup>th</sup> meeting. Mike McCloskey seconded the motion. The motion passed 5:0.*

**6) Discussion Only**

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

*Aimee Whitley George announced that a second printing of the Coupon guide was complete and she will start handing them out to tourists and groups. Aimee told the Board that she attended a regional Convention and Visitor Bureau meeting in Bastrop. The Austin Convention and Visitor Bureau is compiling information of Central Texas attractions for distribution at a trade show in London that they will be attending. Aimee is still working at developing a volunteer group. Aimee then told Board about upcoming events this Fall.*

- b) Monthly Marketing Update: Amy Stevens, Marketing Edge Ventures.

*Amy Stevens told the Board about three new ads that have been created for the Texas Events Calendar, Texas Monthly and the Tour Texas banner. She went over the web highlights with the Board. August website hits were down, but were still over 250,000 for the month. Amy told the Board that, in September, her company will be setting up our social media accounts, making changeable banners each month for the tourtexas.com website, and creating new ads as needed.*

**7) Discussion and Possible Action**

- a) Selection of Committee for Request for Proposal (RFP) Review for Consultant Services for a Permanent Visitor Center with Museum Component: Melanie Carr, Communications Manager

*Melanie Carr updated the Board about the Request for Proposals (RFP) process. She told them that she had received four proposals and would like to set up a committee to review and grade them. Melanie suggested that Assistant City Manager Jose Madrigal, herself, Aimee Whitley George, and three Board members serve on the RFP Committee. Jon Lux, Charles Hamsa and Mel Kirkland all volunteered to serve on the committee. Mel Kirkland asked staff to make copies of all RFPs for the entire Board so that they could also review. Mike McCloskey made the motion to have Jon Lux, Charles Hamsa and Mel Kirkland serve on the committee with Melanie, Aimee Whitley George and Jose Madrigal. Mel Kirkland seconded the motion. Motion passed 5:0.*

**8) Closing Comments**

*Don Moore asked if the Hotel Occupancy Budget had been approved by the City Council yet. Melanie Carr told the Board that the budget has not yet been adopted. There have been two readings to date. The third reading and vote will take place on September 24<sup>th</sup>. Mike McCloskey noted that so far there have been no changes made to the Hotel Occupancy budget. Charles Hamsa asked where the Board would get*

*the money if we choose to hire a consultant for the visitor center RFP. Melanie Carr announced we would need to request a transfer from our reserve fund if we choose to select a firm. Mel Kirkland asked if staff knew how tickets sales were going for the George Strait concert. Melanie announced that the Stars were projecting a sell-out crowd.*

*Dr. Schoen arrived during closing comments. He apologized and told the Board he was just getting out of another meeting. Mel Kirkland asked about the progress on the steam train. Dr. Schoen said the rolling chaise should be in the yard by spring of next year. The goal is to have reassembly next year and be under steam testing/operation by end of next year. Mike McCloskey reminded everyone to attend the Bydee Art Festival on September 19<sup>th</sup>.*

**9) Adjournment**

*Don Moore adjourned the meeting at 8:28am.*

**PASSED AND APPROVED THIS 9<sup>TH</sup> DAY OF OCTOBER, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES**  
**REGULAR CALLED MEETING**  
**TOURISM ADVISORY BOARD**  
**FRIDAY, OCTOBER 9, 2009 AT 8:00 AM**  
*Cedar Park Library, 550 Discovery Boulevard, Cedar Park, Texas 78613*

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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 with Robert Schoen and Mel Kirkland absent. Mel Kirkland arrived late at 8:07am.*

**2) Opening Comments**

*Matthew Olguin mentioned that he attended the 1<sup>st</sup> hockey game at the Cedar Park Center and that it was very exciting but was surprised by the parking fee. Mike McCloskey said he had now been to three hockey games and the George Strait concert. He estimated that around 30,000 people have been to the Center since it opened. Mr. McCloskey said this was a great opportunity for our city and area businesses. He also mentioned that he worked at the Bydee Festival and that is was a great event and one that he is glad the Tourism Board is helping to fund.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a) Consider Approval Of Meeting Minutes From Regular Called Tourism Advisory Board Meeting Held on September 11, 2009.**

*Charles Hamsa made the motion to approve the minutes from the September 11, 2009 meeting. Mike McCloskey seconded the motion. Motion passed 5:0.*

**5) Excuse Absences**

**a) Consider Excusing Board Members Robert Schoen and Matthew Olguin's Absences from the September 11, 2009 Regular Called Tourism Advisory Board Meeting.**

*Jon Lux made the motion to excuse the absences from the September 11, 2009 meeting. Mike McCloskey seconded motion. Motion passed 5:0.*

**6) Discussion Only**

- a) Cedar Park Center Presentation on Proposed Advertising Design for Print with Inclusion of Cedar Park Fun Logo: Veronica Ruiz, Cedar Park Center.

*Ashley Anderson and Veronica Ruiz of the Stars showed the Board the proposed design for two billboards which will be located on I35 north near Temple, and one south near San Marcos. Billboards have CedarParkFun logo included on them. Mike McCloskey asked if they could include our web address on billboard. Don Moore said he thought that would make them too hard to read. Mr. Moore asked if the Stars would add our logo and a link to our site on their website. Stars representatives said they would be happy to do so.*

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

*Aimee Whitley-George told the board that our coupon book is now available online. She told the board that she had joined the Texas Association of Convention and Visitors Bureaus (TACVB) Membership Blitz Team Spring 2010, which should be a invaluable resource for getting association contact information. Aimee also told board that the Texas Monthly's Sports Facilities Guide is now out and Cedar Park's facilities are all listed. Don Moore asked Aimee to start making presentations to pitch our city to conventions and associations as a place to hold their next meeting. Aimee said they she planned to start working on this and that her involvement with the Membership Blitz Team should be very helpful.*

- c) Monthly Marketing Update: Amy Stevens, Marketing Edge Ventures.

*Amy Stevens showed the Board the new advertisements for the San Antonio magazine and the Texas State Travel Guide. She reported that September had been the best month to date for web hits.*

- d) Social Media Update: Jerri Conrado, Marketing Edge Ventures.

*Jerri Conrado told the Board that a CedarParkFun twitter page and a CedarParkFun facebook page had been created. Jerri also showed the board the live feed at the bottom of [www.cedarparkfun.com](http://www.cedarparkfun.com) site.*

**7) Discussion and Possible Action**

- a) Report on Visitor Center Request For Proposals Grading by Sub-Committee and Final Recommendation on Selection of a Consultant: Melanie Carr, Communications Manager.

*Melanie Carr presented Board with the grading matrix and scores the sub-committee came up with in reviewing the four Requests for Proposals (RFPs) that were received for a feasibility study for a Visitor Center. Melanie told the Board the grading was broken down into: Content – 30%; Experience – 25%; Cost – 25%; and, References – 20%. With that in mind, ConsultEcon ranked the highest with a score of 42.15 out of a possible 54. Charles Hamsa said he felt the Board should move forward with ConsultEcon as they are aware of what we have and are the best cost. Mike McCloskey asked why ConsultEcon ranked lowest for both content and references. Mel Kirkland said the content score was affected because ConsultEcon had the briefest amount of information*

*included compared to others who have not worked with the City before. Melanie pointed out with references they were somewhat subjective. Our Purchasing Manager called references and asked them to rank the company from 1-10. All three companies in which she was able to reach the references had positive responses. Mike McCloskey said ConsultEcon has a leg up on the competitors since they have already done a Heritage Tourism study for Cedar Park. Charles Hamsa made the motion to recommend to the City Council the approval of the contract with ConsultEcon in the amount of \$28,000 and to use reserve funds to fund the study. Mel Kirkland seconded the motion. Don Moore said he was glad we are moving forward with this. Motion passed 6:0.*

**8) Closing Comments**

*Charles Hamsa mentioned that the Veterans Memorial Citizen Advisory Group was moving along nicely and that he had joined their group. He said they now have their website up and working and people can go there to buy pavers and dog tags.*

**9) Adjournment**

*Don Moore adjourned the meeting at 8:43am.*

**PASSED AND APPROVED THIS 13<sup>TH</sup> DAY OF NOVEMBER, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD**

**FRIDAY, November 13, 2009 AT 8:00 AM**

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

**BOARD MEMBERS**

Mel Kirkland, Place One  
Jon Lux, 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 8:03am. All Board members were present. Board Member Robert Schoen arrived at 8:09am.*

**2) Opening Comments**

*Jon Lux announced that he had been appointed to the Planning & Zoning Commission so he is stepping down from Tourism Advisory Board. The Board members congratulated Jon and thanked him for his service. Charles Hamsa announced that he attended the Veterans Memorial Ceremony and that it was a great event. Don Moore reminded Charles that he would need to abstain from any future votes regarding the Veterans Memorial project since he is now on their volunteer committee.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a)** Consider Approval Of Meeting Minutes From Regular Called Tourism Advisory Board Meeting Held on October 9, 2009.

*Mike McCloskey made a motion to approve the minutes from the October 9, 2009 meeting. Mel Kirkland seconded the motion. Motion passed 5:0:1 with Jon Lux abstaining.*

**5) Excuse Absences**

**a)** Consider Excusing Board Member Robert Schoen's Absence from the October 9, 2009 Regular Called Tourism Advisory Board Meeting.

*Mel Kirkland made a motion to excuse the absence from the October 9, 2009 meeting. Charles Hamsa seconded motion. Motion passed 5:0:1 with Jon Lux abstaining.*

**6) Discussion Only**

- a) Status Report on the Opening of the La Quinta Hotel at FM 1431 and 183A: Pradip Mulji, La Quinta

*Item was tabled as Mr. Mulji was not present.*

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

*Ms. George told the Board that she continues to distribute coupon books both in print and online. She also told the Board that she met with the Round Rock and Georgetown convention and visitors' bureaus about having a regional effort to get sport tournaments and associations to our area and gave them a tour of the Cedar Park Center. Ms. George also organized a meeting with local hoteliers about the idea of getting a shuttle service between the hotels and the Cedar Park Center. She is still recruiting volunteers but now has a couple regulars.*

- c) Monthly Marketing Update: Amy Stevens, Marketing Edge Ventures.

*Ms. Stevens announced the creation of new banner ad for Tour Texas online and ads for Southern Living, the Cedar Park Chamber Guide and Hill Country Trails. Ms. Stevens went over web highlights and noted that that hits were down slightly for the month of September, but that 20 percent of users were now staying on site for more than 30 seconds.*

- d) Upcoming City Events: Melanie Carr, Communications Manager

*Ms. Carr went over details for the Youth Benefit Golf Tournament at Twin Creeks Country Club on November 16<sup>th</sup>, the Tree Lighting at Heritage Oak Park on December 4<sup>th</sup>, and Santa's Workshop at Heritage Oak Park on December 12<sup>th</sup>.*

- e) Review of Power Point Presentation for Joint Meeting with City Council on December 3, 2009: Melanie Carr, Communications Manager

*Melanie reviewed the PowerPoint presentation created for the joint City Council Meeting covering the Tourism Advisory Board's strategic goals and priorities and the progress that has been made on them over the past year.*

**7) Discussion and Possible Action**

- a) Consider Recommendation To City Council Regarding Hotel/Motel Occupancy Tax Revenue Funding To Farms To Market for Advertising Costs Related to a Farmer's Market Located At 1890 Ranch.

*Carla Jenkins from Farms to Market came before the Board to request \$61,900 for advertising assistance for new "Cedar Park Farms to Market" which plans to open in February 2010 in 1890 Ranch Shopping Center. They currently operate Sunset Valley Farmers Market. They plan to be open in Cedar Park on Saturday beginning in February/March. They have year round events planned monthly and will support local Texas farmers and ranchers. Mike McCloskey asked where in the Market would be*

located in the 1890 Shopping Center. Ms. Jenkins said it was going to be by food court on the 183A side. Board member McCloskey said this is a great idea but questioned whether this expenditure was tourism related. With the proposed use of local TV, cable and radio advertisements that will only reach a local audience. Ms. Jenkins said she would work on outreach to the rest of state. Board member McCloskey also stated his concern that the request is for 3/4ths of their budget. Charles Hamsa agreed that amount is too high. He mentioned that the Board only gave the Cedar Park Center \$20,000 and they have a much larger draw. Board member Hamsa also pointed out that the Board's money has already been allocated so there is no funding available at this time. Robert Schoen said this is a good idea but for now they should participate in advertising through free venues such as cedarparkfun.com until they get their Farmers Market up and running. Then they can come back before the Board with information like number of attendees, where people are coming from, how long they are staying, etc. This would help the Board determine if they should fund support next year. Don Moore asked how long the Sunset Valley Farmers Market had been in operation. Carla said four years and they currently have 150-200 vendors. Don Moore went over the funding application timeline so that Carla can be prepared for next year. Mel Kirkland reiterated that the idea of a Farmers Market is great. He'd like to see it located on 1431 side of 1890 ranch so it could have been visibility. He suggested the item be tabled for now. Mike McCloskey agreed and said the Board needed more information. Melanie Carr told the Board that the Legal Department had reviewed the application and that the request is an authorized use of Hotel/Motel Occupancy Tax funds. Ms. Carr also reminded the Board that the fund reserve is typically only used for one time expenditures not recurring costs. No action was taken.

**8) Closing Comments**

*None.*

**9) Adjournment**

*Don Moore adjourned the meeting at 9:13am.*

**PASSED AND APPROVED THIS 11<sup>TH</sup> DAY OF DECEMBER, 2009.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
FRIDAY, DECEMBER 11, 2009 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 8:01. Quorum present with Robert Schoen absent. Alain O'Tool present for opening of meeting but did not sit on Diaz as she had to leave early.*

**2) Opening Comments**

*Charles Hamsa recommended taking a drive to Burnet to visit their living history museum. Mel Kirkland hoped everyone remembered December 7<sup>th</sup> and the meaning behind it. Mike McCloskey said he'd attended Santa's Workshop and it was a great event. He welcomed Alain O'Tool to their board after he appointment the night before at City Council. Mike also announced that he was now working for a hotel in town. Don Moore also welcomed Alain to the board. Don also wanted to clarify something he had said at the joint meeting with City Council. He stated that he believes the Tourism Advisory Board is reaching out to all tourist entities through the Marketing and CVB efforts.*

**3) Citizen Communications**

*None.*

**4) Approval of Minutes**

**a) Consider Approval Of Minutes From Regular Called Tourism Advisory Board Meeting Held on November 13, 2009.**

*Mike McCloskey made a motion to approve the minutes from the Tourism Advisory Board meeting on November 13, 2009. Charles Hamsa seconded motion. Motion passed 5:0.*

**5) Discussion Only**

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

*Aimee Whitley-George updated Board on her efforts along with the CVB managers from Round Rock and Georgetown to bring a National Softball Tournament to the area. Discussions are ongoing with cities' Park & Recreation Departments. Also talked to Nitro Swim about their facilities and bringing events there. Aimee also attended a bi-annual Austin Tourism meeting as well as the Hill Country Trails monthly meeting. She is planning for another Visitor Impact Group meeting later this month.*

- b) Monthly Marketing Update: Amy Stevens, Marketing Edge Ventures.

*Amy Stevens updated the board about the new banner ad for tourtexas.com as well as the print advertisement for South Living's December Travel Planner. Amy stated that website statistics and print ad leads are up from November. She stated that in December and January she would be evaluating more online advertising opportunities and creating a new banner for Tour Texas.*

## **6) Discussion and Possible Action**

- a) Consider Topics For Inclusion in Tourism Advisory Board's 2009/2010 Strategic Goals:

- i) Review of Tourism Advisory Board 2008/2009 Goals and Priorities

*Melanie Carr went over the 2008/2009 Goals and Priorities and asked if Board wanted to make any changes. Mike McCloskey made the motion to change Goal #2 under Customer Service to read "Work with LISD, Sports leagues, Parks and Recreation, and Cedar Park Center to bring sports events and tournaments to the area". Charles Hamsa seconded the motion. Motion passed 5:0.*

- ii) Potential Marketing Opportunities

*Mike McCloskey stated that he would like to add our involvement in sports marketing conventions to market the City of Cedar Park. This would include attending and/or joining the National Association of Sports Commission (NASC) or the Schneider publications TEAM convention. Mike also recommended we consider building in some contingency money into next year's budget and prioritize what we want to use those funds for. Mel Kirkland made a motion to form a committee to research sporting events, locations, and marketing options. Motion died due to lack of a second. Mike McCloskey stated he would like to research this more and would bring back a proposal within 60 days.*

- iii) Tourism Destination Sites

*No discussion.*

- iv) Potential Tourist Transportation System

*Aimee Whitley-George told Board that she has been in discussion with local hotels for a shuttle service to and from the Cedar Park Center for their events. All hotels are very interested. She is currently waiting to get costs back from providers. Item tabled.*

b) Consider Hiring Additional Staff to Aid in Recruitment of Sporting Events and Sports Associations to Cedar Park  
*No discussion.*

c) Consider Alternative Date or Cancellation of January 8, 2010 Tourism Advisory Board Meeting: Melanie Carr, Communications Manager  
*Melanie Carr announced that she would be out of town on January 8<sup>th</sup> for a Board meeting, and asked Board if they would like to reschedule this meeting to a different date or cancel meeting. Charles Hamsa made the motion to cancel January meeting. Matthew Olguin seconded motion. Motion passed 5:0.*

**7) Closing Comments**

*Charles Hamsa said all events and attractions do not need to be big. In speaking with area youth, many of them like simple events like riding horses and feeding cows. Mike McCloskey stated that the hotels have faith in Cedar Park which is why they are coming here. He stated that now we need to figure out how to fill those hotel rooms.*

**8) Adjournment**

*Meeting was adjourned at 9:01am.*

**PASSED AND APPROVED THIS 12<sup>TH</sup> DAY OF FEBRUARY 2010.**

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Don Moore, Tourism Board Chairman

**ATTESTED BY:**

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Melanie Carr, Communications Manager