



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

BOARD MEMBERS

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

- 1) CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
 - a) Recognize New Appointee: Elijah May, Place 6.

- 2) Board Members Opening Comments.**

- 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)

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

- 5) Discussion and Possible Action.**
 - a) Recognition and Introduction of Katie Krampitz, Manager, Convention and Visitors Bureau
 - b) Update and Overview of Austin Steam Train Activities for 2010 and Upcoming Events
 - c) Cedar Park Tourism Marketing and Advertising update
 - d) Consider Subcommittee Concept for Tourism Program Development, Implementation and Evaluation.
 - e) Discussion of Attendance and Participation at Travel Industry "Unity Dinner" on February 22, 2011.
 - f) Excuse the Absence of Board Member Schoen from the Regular Called Tourism Board Meeting of January 3rd.

6) Staff Closing Comments

7) Board Members Closing Comments

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

8) Adjournment.

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An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Regular Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:



Duane Smith
Tourism & Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time) FEB 3 '11 PM 4:11

The Cedar Park Library Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)



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

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

BOARD MEMBERS

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

- 1) CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) Board Members Opening Comments.**
- 3) Election Of Officers**
 - a) Position of Secretary
- 4) Citizen Communications.**

(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections)
- 5) Approval of Minutes.**
 - a) Consider Approval of Minutes from the February 7, 2011 Regular Called Tourism Advisory Board Meeting.
- 6) Discussion Only – No action required**
 - a) Finance Report, Aaron Rector, Budget Manager
 - i) Summary of FY 2010-2011 Tourism Revenues and Expenditures
 - b) Presentation regarding Legal Requirements of the Open Meetings Act and Public Information Act, Charles Rowland, City Attorney
- 7) Discussion and Possible Action.**
 - a) Convention and Visitors Bureau Update, Katie Krampitz, Manager
 - b) Cedar Park Tourism Marketing and Advertising Update, Amy Stevens, GoBeyondMarketing
 - c) Consider Establishing Subcommittees and Appointments To Coordinate With Staff In the Review and Facilitate Tourism Programs and Activities
 - i) Marketing and Advertising

- ii) Hotel and Lodging Industry
- iii) Funding Applications, Procedures and Guidelines

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

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

8) Staff Closing Comments

9) Board Members Closing Comments

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

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

10) Adjournment.

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MAR 3 '11 PM 3:08

Date Stamped (Month, Day, Year, AM/PM, Time)



Duane Smith
Tourism & Community Development Manager

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Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)



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

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

BOARD MEMBERS

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

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

2) Board Members Opening Comments.

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)

4) Approval of Minutes.

a) Consider Approval of Minutes from the March 7, 2011 Regular Called Tourism Advisory Board Meeting.

5) Discussion Only – No action required

a) Presentation by Lois Rodriguez, Travel Information Division, Texas Department of Transportation

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

6) Discussion and Possible Action.

a) Update on Southern Living Advertisement of March, 2011
Duane Smith, Tourism and Community Development Manager;
Amy Stevens, GoBeyondMarketing;

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

i) Marketing and Advertising

ii) Hotel and Lodging Industry

iii) Funding Applications, Procedures and Guidelines

c) Update on Cedar Park Fun Web Site Redesign

- d) Consideration of revisions to HOT funding application and submission schedule
- e) Consideration of schedule for budget review and recommendations to Council
- f) Excuse the Absences of Board Members Elijah May and Robert Schoen from the Regular Called Tourism Board Meeting of March 7, 2011.

7) Staff Closing Comments

8) Board Members Closing Comments

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

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

9) Adjournment.

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MAR 31 '11 PM 4:01



Duane Smith
Tourism & Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time)

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Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)



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

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

BOARD MEMBERS

Alain O'Tool, Place Three, Chair

Mel Kirkland, Place One, Vice Chair

Rick McLaughlin, Place Five

Matthew Olguin, Place Two, Secretary

Elijah May, Place Six

Wayne Brooks, Place Four

Robert Schoen, Place Seven

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

2) Board Members Opening Comments.

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)

4) Approval of Minutes.

a) Consider Approval of Minutes from the April 4, 2011 Regular Called Tourism Advisory Board Meeting.

b) Consider Approval of Minutes from the May 2, 2011 Regular Called Tourism Advisory Board Meeting.

5) Discussion Only – No Action Required

a) Finance Report, Aaron Rector, Budget Manager

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

ii) Preliminary FY 2011-2012 Budget Projections

b) Review of Project Eligibility Criteria and Guidelines

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

(i) Austin Steam Train Association

(ii) Lonestar/CCU Soccer

(iii) Cedar Park Center

(iv) LISD Volleypalooza Tournament

(v) Cedar Park Chamber "Cedar Fest"

(vi) Cedar Park Lodging Shuttle Service

6) Discussion and Possible Action.

- a) Update on Cedar Park Fun Web Site Redesign
- b) Update on Hotel Shuttle Incentive
- c) Excuse the Absences of Board Members Elijah May and Wayne Brooks from the Regular Called Tourism Board Meeting of April 4, 2011.
- d) Excuse the Absences of Vice Chair Kirkland, Board Member McLaughlin and Board Member Schoen from the Regular Called Tourism Board Meeting of May 2, 2011.

7) Staff Closing Comments

8) Board Members Closing Comments

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

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

9) Adjournment.

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CERTIFICATE

I certify that the above notice of the Regular Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:

JUN 2 '11 PM 3:12



Duane Smith
Tourism & Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time)

The Cedar Park Library Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)

NOTICE OF CANCELLATION

**THE CEDAR PARK
TOURISM ADVISORY BOARD
REGULAR SCHEDULED MEETING OF
JULY 5TH, 2011 AT 6:30 PM
HAS BEEN CANCELLED**

Please Be Advised:

The **July 5, 2011** Regular Scheduled Meeting of the Cedar Park Tourism Advisory Board **has been cancelled.**

For more information, please contact the Tourism and Community Development Manager at 512-401-5060.

CERTIFICATE

I certify that the above notice of the Cancellation of the July 5th, 2011 Regular Scheduled Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:

JUN 30 '11 PM12:31



Duane Smith
Tourism and Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time)

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)



AGENDA
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, JULY 18, 2011 AT 6:30 PM

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

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
- 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)
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) June 6, 2011 Regular Called Meeting
 - b) June 27, 2011 Special Called Budget Workshop
- 5) **Discussion Only.**
 - a) Provide Summary of FY 2010-2011 Budget Revenues, Expenditures, and Fund Balance, Aaron Rector, Budget Manager
 - b) Review of Preliminary FY 2011-2012 Budget Revenues And Expenditures, Aaron Rector
- 6) **Discussion and Possible Action.**
 - a) Consideration and Possible Recommendations on Fiscal Year 2011-2012 Hotel Occupancy Tax Budget
 - (1) Consider Administrative Budget
 - (2) Consider Budget for Contract Services
 - i) Go Beyond Marketing
 - ii) She Knows Design
 - (3) Consider Funding for Marketing and Advertising Budget
 - (4) Consider Funding for Austin Steam Train Association
 - (5) Consider Funding for Lonestar / CCU Soccer
 - (6) Consider Funding for Cedar Park Center
 - (7) Consider Funding for Leander Independent School District (LISD) Volleypalooza Tournament
 - (8) Consider Funding for Cedar Park Chamber "Cedar Fest"



**AGENDA
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, AUGUST 1, 2011 AT 6:30 PM**

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

BOARD MEMBERS

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

- 1) CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) Board Members Opening Comments.**
- 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)
- 4) Approval of Minutes of the Tourism Board Meetings.**
 - a) July 18, 2011 Special Called Meeting
- 5) Discussion Only.**
 - a) Finance Report. None.
- 6) Discussion and Possible Action.**
 - a) Convention and Visitors Bureau Update, Katie Krampitz, Manager
 - b) Cedar Park Tourism Marketing and Advertising Update, Amy Stevens, GoBeyondMarketing
 - c) Update on Cedar Park Fun Web Site Redesign, Amy Stevens
 - d) Excuse the Absence of Vice Chair Mel Kirkland from the Special Called Tourism Board Meeting of July 18, 2011.
- 7) Staff Closing Comments**
- 8) Board Members Closing Comments**

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

9) Adjournment.

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JUL 28 '11 PM 2:12



Duane Smith,
Tourism & Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time)

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Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)



AGENDA
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, SEPTEMBER 6, 2011 AT 6:30 PM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
- 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.)
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) July 18, 2011 Special Called Meeting.
 - b) August 1, 2011 Regular Called Meeting.
- 5) **Discussion Only.**
 - a) Finance Report - Summary of FY 2010-2011 Tourism Revenues, Expenditures, and Fund Balance, Aaron Rector, Budget Manager.
- 6) **Discussion and Possible Action.**
 - a) Post-Event Report –Volleypalooza.
 - b) Consider Establishing a Cedar Park Fun Club to Assist in Tourism Promotions.
 - c) Consider Meeting Dates for Calendar Year 2012.
 - d) Consider Revision to Rules and Procedures to Reflect Change in Meeting Date.
 - e) Election of Officers for Fiscal Year 2011-2012.
 - i) Chair.
 - ii) Vice-Chair.
 - iii) Secretary.

- f) Upcoming Events – Katie Krampitz, Convention and Visitors Bureau (CVB) Manager.
- g) Excuse Absences from Tourism Board Meetings.
 - i) Vice Chair Mel Kirkland from the Special Called Meeting of July 18, 2011.
 - ii) Chair O'Tool, Board Member McLaughlin and Board Member Schoen from the Regular Called Meeting of August 1, 2011.

7) Staff Closing Comments.

8) Board Members Closing Comments.

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

9) Adjournment.

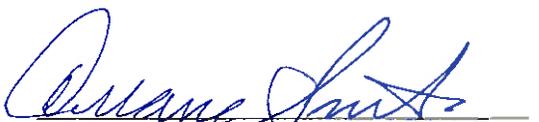
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 Duane Smith,
 Tourism & Community Development Manager

SEP 1 '11 PM12:38

 Date Stamped (Month, Day, Year, AM/PM, Time)

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Notice Removed: _____
 Date Stamped (Month, Day, Year, AM/PM, Time)



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

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

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
 - a) Announcement By Alain O'Tool, Chair (Place 3)
 - b) Welcome New Board Member (Place 3)
- 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.)
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) September 6, 2011 Regular Called Meeting.
- 5) **Discussion Only.**
 - a) Discuss Adjustment To 2011-12 Budget To Accommodate Participation City Hall Expenses (Josh Selleck-Finance Director)
 - b) Finance Report - Summary of FY 2010-2011 Tourism Revenues, Expenditures, and Fund Balance, Aaron Rector, Budget Manager.
- 6) **Discussion and Possible Action.**
 - a) Reconsider Request For Funding For Billboards For Center Park Center
 - b) Consider Meeting Dates for Calendar Year 2012.
 - c) Consider Revision to Rules and Procedures to Reflect Change in Meeting Date.
 - d) Upcoming Events – Katie Krampitz, Tourism Services Manager.
 - i) Events and Activities
 - ii) Restaurant Guide



**AGENDA
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD**

Monday, November 7, 2011 AT 6:30 PM

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

BOARD MEMBERS

Mel Kirkland, Place One, Vice Chair

Matthew Olguin, Place Two, Secretary

Rick McLaughlin, Place Five

Patricia Yore, Place Three

Elijah May, Place Six

Wayne Brooks, Place Four

Robert Schoen, Place Seven

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
 - a) Recognition of Alain O'Tool
- 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.)
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) October 3, 2011 Regular Called Meeting.
 - b) October 13, 2011 Special Called Meeting
- 5) **Election Of Officers**
 - a) Chair
 - b) Vice-Chair
 - c) Secretary
- 6) **Presentations**
 - a) Overview of Proposed Educational and Entrepreneurship Conference, James Weddle, GroupCharger
- 7) **Discussion and Possible Action.**
 - a) Historical Review of Hotel Tax Receipts, Programs, Projects and Expenditures, Aaron Rector, Budget Manager
 - b) Consider Adoption of A Resolution Amending the Rules and Procedures To Revise the Regular Meeting Date
 - c) Report On Meeting With Hotel Association From Marketing Subcommittee
 - d) Consider Process For Revisions And Updates To Strategic Plan

- e) Consider Subcommittee Members
 - i) Marketing and Advertising (May and Olguin)
 - ii) Hotel and Lodging Association (Brooks and McLaughlin)
 - iii) Applications, Procedures and Projects (Schoen and Kirkland)
- f) Review Upcoming Events – Katie Krampitz, Tourism Services Manager.
 - i) Events and Activities
- g) Excuse Absences from Tourism Board Meetings.

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

 - i) Board Members Brooks, May, and Schoen from the Regular Called Meeting of October 3, 2011.
 - ii) Board Member McLaughlin from the Special Called Meeting of October 13, 2011

8) Staff Closing Comments.

9) Board Members Closing Comments.

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

10) Adjournment.

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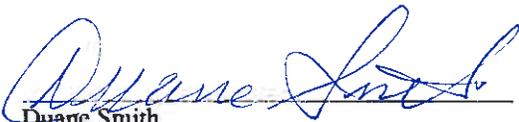
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CERTIFICATE

I certify that the above notice of the Special Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 600 N. Bell Boulevard, Cedar Park, Texas. This notice was posted on:

NOV 3 '11 PM 3:01



Duane Smith,
Tourism & Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time)

The Cedar Park Library Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)



AGENDA
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
Monday, December 5, 2011 AT 6:30 PM

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

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
- 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.)
- 4) **Approval of Minutes of the Tourism Board Meetings.**
 - a) November 7, 2011 Regular Called Meeting.
- 5) **Presentations.**
 - a) Post-Event Report On Volleypalooza Event – Jacob Thompson.
 - b) Pre-event Project Review Regarding Cedar Fest – Harold Dean.
- 6) **Discussion and Possible Action.**
 - a) Provide Summary Of FY 2010-2011 Budget Revenues, Expenditures and Fund Balance, Aaron Rector, Budget Manager.
 - b) Consider Subcommittee Report On Revisions To The Strategic Plan
 - c) Consider Seminar With Representatives Of Texas Hotel and Lodging Association
 - d) Consider Liaison Designations With Various Boards, Commissions and Groups. (Kirkland)
 - e) Review Upcoming Events – Katie Krampitz, Tourism Services Manager.
 - i) Events and Activities.
 - ii) Special Promotions
 - f) Excuse Absences from Tourism Board Meetings.
(Items may be voted on individually at the discretion of the Chair)
 - i) Board Member McLaughlin from the Special Called Meeting of October 13, 2011.

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

7) Staff Closing Comments.

8) Board Members Closing Comments.

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

9) Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

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CERTIFICATE

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DEC 1 '11 PM 2:33


Dyane Smith,
Tourism & Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time)

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