



AGENDA
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, FEBRUARY 12, 2010 AT 8:00 AM

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

- a) Consider Approval Of Minutes From The December 11, 2009 Regular Called Tourism Advisory Board Meeting.

5) Excuse Absences

- a) Consider Excusing Board Member Robert Schoen's Absence From The December 11, 2009 Regular Called Tourism Advisory Board Meeting.

6) Presentation

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

7) Discussion Only

- a) Year-To-Date Revenue, Expenditures and Fund Balance For Fiscal Year 2009-2010
Budget: Aaron Rector, Budget Manager.
b) Monthly Report On Convention and Visitor Bureau Activities And Visitor Requests:
Aimee George, Chamber of Commerce.
c) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.

8) Discussion and Possible Action

- a) Consider Recommendation To Fund Strategic Plan Development For Public Arts Board: Mark Lewis, Staff Liaison To Public Arts Board, City of Cedar Park.
- b) Consider Recommendations Regarding Marketing Opportunities with Sporting Events and Sports Associations: Melanie Carr, Communications Manager, City of Cedar Park

9) Closing Comments

10) Adjournment

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:

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

Melanie Carr
Communications Manager

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**

FRIDAY, MARCH 12, 2010 AT 8:00 AM

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

- a) Consider Approval Of Minutes From The February 12, 2009 Regular Called Tourism Advisory Board Meeting.

5) Presentation

- a) Update On Cedar Park Farmers Market Opening Event On March 27, 2010 At 1890 Ranch Shopping Center: Carla Jenkins, Farms to Market.

6) Discussion Only

- a) Monthly Report On Convention and Visitor Bureau Activities And Visitor Requests: Aimee George, Chamber of Commerce.
b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
c) Update On Agreement for Consulting Services with ConsultEcon for a Permanent Visitor Center with Museum Component.

7) Discussion and Possible Action

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

8) Closing Comments

9) Adjournment

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:

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

Melanie Carr
Communications Manager

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)



**CEDAR
PARK**

**AGENDA
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, MARCH 25, 2010 AT 8:00 AM**

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
- 2) **Opening Comments**
- 3) **Citizen Communications**
- 4) **Approval of Minutes**
 - a) Consider Approval Of Minutes From The March 12, 2009 Regular Called Tourism Advisory Board Meeting.
- 5) **Discussion Only**
 - a) Discuss Conceptual Details With ConsultEcon For A Possible Permanent Visitor Center With Museum Component.
- 6) **Closing Comments**
- 7) **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.

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.

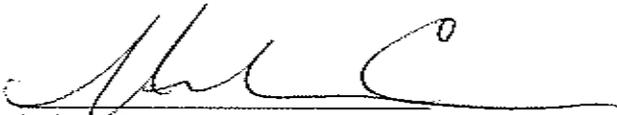
The City Attorney has approved the Executive Session Items, if any, on this agenda.

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:

MAR 19 '10 AM 9:0

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



Melanie Carr
Communications Manager

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
FRIDAY, May 14, 2010 AT 8:00 AM**

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

- a) Consider Approval of Minutes from the March 25, 2009 Special Called Tourism Advisory Board Meeting.

5) Excuse Absences

- a) Consider Excusing Board Members Robert Schoen's and Mel Kirkland's Absences From The March 12, 2010 Regular Called Tourism Advisory Board Meeting.
b) Consider Excusing Board Member Robert Schoen's Absence from the March 25, 2010 Special Called Tourism Advisory Board Meeting.

6) Presentation

- a) Update On Farmers Market in Cedar Park: Carla Jenkins, Farms to Market.

7) Discussion Only

- a) Monthly Report On Convention and Visitor Bureau Activities And Visitor Requests: Aimee George, Chamber of Commerce.
b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
c) Year-To-Date Revenue, Expenditures and Fund Balance For Fiscal Year 2009-2010 Budget: Aaron Rector, Budget Manager.

8) Discussion and Possible Action

- a) Discussion and Consideration of Fiscal Year 2010-2011 Tourism Advisory Board’s Hotel Occupancy Tax Budget: Aaron Rector, Budget Director, City of Cedar Park
- b) Consider Calling a Special-Called Tourism Board Advisory Meeting for the Purpose Of Reviewing Initial Findings and Recommendations of Feasibility Study by ConsultEcon and Discussing Options For Enhancing Tourism Efforts in City: Melanie Carr, Communications Manager, City of Cedar Park.
- c) Consider Cancelling or Rescheduling Tourism Board Meeting Scheduled for June 11, 2010: Melanie Carr, Communications Manager, City of Cedar Park.

9) Closing Comments

10) Adjournment

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:

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

Melanie Carr
Communications Manager

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
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, JUNE 4, 2010 AT 8:00 AM**

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

- a) Consider Approval of Minutes from the May 14, 2010 Regular Called Tourism Advisory Board Meeting.

5) Excuse Absences

- a) Consider Excusing Board Member Matthew Olguin's Absence from the May 14, 2010 Regular Called Tourism Advisory Board Meeting.

6) Presentations

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

7) Discussion Only

- a) Monthly Report on Convention and Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce.
b) Monthly Marketing Update: Melanie Carr, Communications Manager.

8) Discussion and Possible Action

- a) Discussion of ConsultEcon’s Preliminary Findings from Visitor Center Feasibility Study Including:
 - i) Review of Visitor Centers and Mobile and Kiosk options;
 - ii) Conceptual Costs Estimates;
 - iii) Evaluation of Alternative Sites Within the Community; and
 - iv) Potential Costs and Benefits of Different Visitor Center Development Scenarios.

9) Closing Comments

10) Adjournment

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:

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

Melanie Carr
Communications Manager

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
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD**

WEDNESDAY, JULY 28, 2010 AT 6:30 PM

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

- 1) CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) Opening Comments.**
- 3) Citizen Communications.**
- 4) Approval of Minutes**
 - a) Consider Approval of Minutes from the June 4, 2010 Regular Called Tourism Advisory Board Meeting.
- 5) Excuse Absences**
 - a) Consider Excusing Board Member Charles Hamsa's Absence From The July 9, 2010 Regular Called Tourism Advisory Board Meeting.
- 6) Discussion Only**
 - a) Introduction of Director of Tourism and Community Development: Melanie Carr, Communications Manager
- 7) Discussion and Possible Action**
 - a) Consideration Of Non-Disbursed Funds Allocated To The Austin Steam Train From The FY09-10 Budget.
 - b) Consideration And Possible Recommendation On Visitor Information Feasibility Study By ConsultEcon.
 - c) Consideration And Possible Recommendations On Fiscal Year 2010-2011 Occupancy Tax Budget:

- (1) Consider Recommendation Regarding Consider Renewal Of Contract With Chamber Of Commerce For Operation Of The Visitor Information Center For Fiscal Year 2010-2011.
- (2) Consider Recommendation Regarding Funding For City Of Cedar Park – Parks & Recreation Department.
- (3) Consider Recommendation Regarding Funding For Cedar Park Public Library Foundation.
- (4) Consider Recommendation Regarding Funding For Austin Steam Train.
- (5) Consider Recommendation Regarding Funding For Cedar Park Heritage Society.
- (6) Consider Recommending Approval Of Marketing Calendar For Fiscal Year 2010- 2011: Melanie Carr, Communications Manager.
- (7) Consider A Recommendation To City Council Regarding Occupancy Tax Budget For Fiscal Year 2010-2011: Aaron Rector, Budget Manager.

8) Closing Comments.

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.

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 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:

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

Melanie Carr
Communications Manager

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
FRIDAY, JULY 9, 2010 AT 8:00 AM**

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
Mike McCloskey, Place Four
Charles Hamsa, Place Six

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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

- a) Consider Approval of Minutes from the June 4, 2010 Regular Called Tourism Advisory Board Meeting.

5) Discussion Only

- a) Monthly Report on Convention and Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce.
b) Monthly Marketing Update: Melanie Carr, Communications Manager.
c) Year-To-Date Revenue, Expenditures and Fund Balance for Fiscal Year 2009-2010 Budget: Aaron Rector, Budget Manager.

6) Discussion and Possible Action

- a) Consideration and Approval of Scoring Matrix for Occupancy Tax Funding Requests: Melanie Carr, Communications Manager.
b) Consideration and Possible Recommendations on Fiscal Year 2010-2011 Occupancy Tax Budget
(1) Consider Recommending Approval of Marketing Calendar for Fiscal Year 2010-2011: Melanie Carr, Communications Manager.
(2) Consider Recommendation Regarding Funding for City of Cedar Park – Parks & Recreation Department

- (3) Consider Recommendation Regarding Funding for Cedar Park Center
- (4) Consider Recommendation Regarding Funding for Cedar Park Public Library Foundation
- (5) Consider Recommendation Regarding Funding for Austin Steam Train
- (6) Consider Recommendation Regarding Funding for Cedar Park Farm To Market
- (7) Consider Recommendation Regarding Funding for Cedar Park Heritage Society
- (8) Consider a Recommendation to City Council Regarding Occupancy Tax Budget for Fiscal Year 2010-2011: Aaron Rector, Budget Manager

7) Closing Comments

8) 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.

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.

The City Attorney has approved the Executive Session Items, if any, on this agenda.

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:

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

 Melanie Carr
 Communications Manager

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
FRIDAY, AUGUST 13, 2010 AT 8:00 AM

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
VACANT, Place Four
Charles Hamsa, Place Six

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Opening Comments.**
- 3) **Citizen Communications.**
- 4) **Approval of Minutes**
 - a) Consider Approval of Minutes from the June 28, 2010 Special Called Tourism Advisory Board Meeting.
- 5) **Excuse Absences**
 - a) Consider Excusing Board Member Charles Hamsa's Absence from The July 28, 2010 Special Called Tourism Advisory Board Meeting.
- 6) **Discussion Only**
 - a) Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.
 - b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
 - c) Consideration of Revision to Scoring Matrix to include a minimum threshold for funding requests and questions that match funding application.
- 7) **Discussion and Possible Action**
 - a) Consideration And Possible Recommendations On Fiscal Year 2010-2011 Occupancy Tax Budget:
 - (1) Consider A Recommendation Regarding Funding For Austin Steam Train.
 - (2) Consider A Recommendation To City Council Regarding Occupancy Tax Budget For Fiscal Year 2010-2011: Aaron Rector, Budget Manager.

8) Closing Comments.

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.

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 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:

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

Melanie Carr
Communications Manager

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**

FRIDAY, SEPTEMBER 10, 2010 AT 8:00 AM

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

BOARD MEMBERS

Mel Kirkland, Place One
Alain O'Tool, Place Three
Don Moore, Chairman, Place Five
Robert Schoen, Vice-Chair, Place Seven

Matthew Olguin, Place Two
VACANT, Place Four
Charles Hamsa, Place Six

- 1) CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) Opening Comments.**
- 3) Citizen Communications.**
- 4) Approval of Minutes**
 - a) Consider Approval of Minutes from the August 13, 2010 Regular Called Tourism Advisory Board Meeting.
- 5) Discussion Only**
 - a) Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.
 - b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
- 6) Discussion and Possible Action**
 - a) Election of new Chairman and Vice-Chair for Tourism Advisory Board in accordance with Ordinance No. CO32-05-07-14-3A, Article 10.05, Section 10.05.006
- 7) Closing Comments.**
- 8) 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.

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 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:

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

Melanie Carr
Communications Manager

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)



**CEDAR
PARK**

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

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
 - a) Recognize New Appointee: Rick McLaughlin, Place 5.
- 2) **Opening Comments.**
- 3) **Citizen Communications.**
- 4) **Approval of Minutes.**
 - a) Consider Approval of Minutes from the September 10, 2010 Regular Called Tourism Advisory Board Meeting.
- 5) **Financial Update, Aaron Rector.**
 - a) Provide Summary of FY 2009-2010 Tourism Revenues, Expenditures, And Fund Balance.
 - b) Provide Update on FY 2010-2011 Tourism Budget.
- 6) **Discussion Only.**
 - a) Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.
 - b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
 - c) Consider Process For Developing Strategic Plan.
- 7) **Discussion and Possible Action.**
 - a) Consider Change In Meeting Day/Time.
 - b) Consider Meeting Schedule for 2011
- 8) **Closing Comments.**
- 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.

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:

OCT 4'10 PM 1:12

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



Duane Smith

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)



**CEDAR
PARK**

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

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
 - a) Recognize New Appointee: Rick McLaughlin, Place 5.
- 2) **Opening Comments.**
- 3) **Citizen Communications.**
- 4) **Approval of Minutes.**
 - a) Consider Approval of Minutes from the September 10, 2010 Regular Called Tourism Advisory Board Meeting.
- 5) **Financial Update, Aaron Rector.**
 - a) Provide Summary of FY 2009-2010 Tourism Revenues, Expenditures, And Fund Balance.
 - b) Provide Update on FY 2010-2011 Tourism Budget.
- 6) **Discussion Only.**
 - a) Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.
 - b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
 - c) Consider Process For Developing Strategic Plan.
- 7) **Discussion and Possible Action.**
 - a) Consider Change In Meeting Day/Time.
 - b) Consider Meeting Schedule for 2011
- 8) **Closing Comments.**
- 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.

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:

OCT 4'10 PM 1:12

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


Duane Smith

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**

FRIDAY, NOVEMBER 12, 2010 AT 8:00 AM

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

BOARD MEMBERS

Alain O'Tool, Place Three, Chair

Mel Kirkland, Place One, Vice Chair

Matthew Olguin, Place Two

Wayne Brooks, Place Four

Rick McLaughlin, Place Five

Charles Hamsa, Place Six

Robert Schoen, Place Seven

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
 - 2) **Opening Comments.**
 - 3) **Citizen Communications.**
 - 4) **Approval of Minutes.**
 - a) Consider Approval of Minutes from the October 8, 2010 Regular Called Tourism Advisory Board Meeting.
 - 5) **Presentation**
 - a) **Art, Food, And Wine Event in Cedar Park (O'Tool)**
 - 6) **Discussion Only.**
 - a) Monthly Report on Visitor Bureau Activities: Aimee George, Chamber of Commerce.
 - b) Monthly Marketing Update: Amy Stevens, Go Beyond Marketing.
 - c) Consider Process For Developing Strategic Plan.
 - 7) **Discussion and Possible Action.**
 - a) Consider Draft Rules And Procedures.
 - 8) **Closing Comments.**
- Next Regular Scheduled Tourism Advisory Board Meeting: Monday, December 6, 2010 At 6:30 P.M. In 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.

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:

NOV 8 '10 PM 3:58

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



Duane Smith
Tourism & Community Development Manager

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

**TOURISM ADVISORY BOARD
REGULAR CALLED MEETING OF
DECEMBER 6, 2010 AT 6:30 PM
HAS BEEN CANCELLED
AND RESCHEDULED FOR
FRIDAY, DECEMBER 10, 2010 AT 8:00 AM**

Please Be Advised:

The **December 6, 2010** Regular Called Meeting of the Tourism Advisory Board **has been cancelled.**

A **Special Called Meeting** of the Tourism Advisory Board has been scheduled for **Friday, December 10, 2010 at 8:00 AM** at the Cedar Park Public Library.

An agenda for the December 10, 2010 Special Called Meeting will be posted on or before December 7, 2010.

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

CERTIFICATE

I certify that the above notice of the Cancellation of the December 6, 2010 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:

DEC 6 '10 AM 11:44

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



Duane Smith
Tourism and Community Development Manager

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



AGENDA
SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, DECEMBER 10, 2010 AT 8:00 AM
Cedar Park Public Library, 550 Discovery Blvd., Cedar Park, Texas 78613

BOARD MEMBERS

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

- 1) CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 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 November 12, 2010 Regular Called Tourism Advisory Board Meeting.**
- 5) Items For Discussion Only**
(The items listed are for educational and informational purposes only. The Board may ask questions and otherwise engage in dialog but no Board action is required)
 - a) Introduction to the Austin Toros, Season Schedule, and Marketing Efforts (Peter Lubell, Chief Operating Officer, Austin Toros)**
 - b) Update on the Cedar Park Event Center, Upcoming Stars Games, Events, and Cooperative Marketing Activities. (Stefanie Stephens, Director of Marketing, Cedar Park Center)**
 - c) Update Related to the Status, Growth and Trends For The Cedar Park Lodging Industry**
 - d) Update and Overview of Marketing and Outreach Activities, Cooperative Ad Opportunities, Web Site and Brochures (Amy Stevens, Go Beyond Marketing)**
 - e) Update and Overview of Roles, Responsibilities, and Activities of the Convention and Visitors Bureau (Aimee Whitley-George, Cedar Park CVB)**

6) Discussion and Possible Action.

- a) **Excuse the Absence of Mel Kirkland at the October 8, 2010 Regular Called Meeting.**
- b) **Consider Approval of the Tourism Advisory Board Rules And Procedures with Recommendation to City Council.**
- c) **Consider Designation of Representatives to the Art, Food And Wine Event Planning Committee.**
- d) **Consider procedures, processes and dates and locations for Strategic Planning Workshops on December 16th and 20th.**

7) Board Members Closing Comments.

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

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

8) Adjournment.

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.

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 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:

DEC 6 '10 PM 3:41



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
SPECIAL CALLED MEETING
STRATEGIC PLANNING WORKSHOP
TOURISM ADVISORY BOARD
THURSDAY, DECEMBER 16, 2010 AT 6:30 PM
Cedar Park Recreation Center, 1435 Main Street, Cedar Park, Texas 78613

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
- 3) **Discussion Only**
(The Board may ask questions and otherwise engage in dialog and discussion but no Board action is required)
 - a) **Presentation and Discussion**
 - i) **Overview of the Hotel/Motel Occupancy Tax (Scott Joslove/Justin Bragiel Texas Hotel and Lodging Association)**
- 4) **Planning Workshop – Discussion Items Only**
 - a) **Development of Mission Statement**
 - b) **Development of Board Goals**
 - c) **Development of Board Strategies and Activities**
- 5) **Board Members Closing Comments.**

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

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

6) Adjournment.

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.

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 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:

DEC 13 '10 PM 3:56



Duane Smith
Tourism & Community Development Manager

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

The Cedar Park Recreation Center 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
SPECIAL CALLED MEETING
STRATEGIC PLANNING WORKSHOP
TOURISM ADVISORY BOARD
MONDAY, DECEMBER 20, 2010 AT 6:30 PM
Cedar Park Recreation Center, 1435 Main Street, Cedar Park, Texas 78613

BOARD MEMBERS

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

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
- 3) **Planning Workshop – Discussion Items Only**
(The Board may engage in dialog and discussion however no Board action is required)
 - a) **Review of Informational Items from Dec. 16 Workshop**
 - b) **Review of Mission/Purpose Statement**
 - c) **Review of Guiding Principles**
 - d) **Consideration of Vision Statement**
 - e) **Consideration and Development of Board Goals**
 - f) **Consideration and Development of Board Strategies and Activities**
- 4) **Board Members Closing Comments.**

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

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

5) Adjournment.

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.

