



AGENDA
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	Matthew Olguin, Place Two
Jon Lux, Place Three	Mike McCloskey, Place Four
Don Moore, Chairman, Place Five	Charles Hamsa, Place Six
Robert Schoen, Vice-Chair, Place Seven	

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
- 2) **Board Opening Comments**
- 3) **Citizen Communication**
- 4) **Approval of Minutes**
 - a) Consider Approval Of Meeting Minutes From Regular Called Meeting on December 12, 2008.
- 5) **Excuse Absences**
 - a) Authorization To Excuse Board Member Jon Lux for being absent from the December 12, 2008 Regular Called Board Meeting
- 6) **Discussion Only**
 - a) Progress Report on new hotels under development/review: Mark Lewis, Building Inspection Manager
 - b) Occupancy Tax Budget Report: Aaron Rector, Budget Manager
 - c) Monthly report on Convention & Visitor Bureau activities and visitor requests: Harold Dean, Chamber of Commerce
 - d) Marketing Update on web statistics and advertising: Amy Stevens, Marketing Edge Ventures
 - e) Progress Report on Cedar Park Center staffing and events: Melanie Carr

7) Discussion and Possible Action

- a) Establishing a formal statement of goals, objectives and priorities for the Tourism Advisory Board

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:

Melanie Carr
Communications 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
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**
- 2) Board Opening Comments**
- 3) Citizen Communications**
- 4) Approval of Minutes**
 - a) Consider Approval Of Meeting Minutes From Regular Called Meeting on January 9, 2009.
- 5) Discussion Only**
 - a) Progress Report on Cedar Park Entertainment Center: Rick McLaughlin, General Manager of CPC
 - b) Monthly Report on Convention & Visitor Bureau Activities and Visitor Requests: Harold Dean, Chamber of Commerce
 - c) Marketing Update on Cedarparkfun.com Web Statistics and Advertising: Amy Stevens, Marketing Edge Ventures
 - d) Update on Tourist Center Signs for Kiosks: Melanie Carr
 - e) Report on Texas Association of Convention and Visitor Bureau's Mid-Winter Conference Held on January 12-14, 2009: Melanie Carr
- 6) Discussion and Possible Action**
 - a) Establishing a Formal Statement of Goals, Objectives and Priorities for the Tourism Advisory Board

7) Closing Comments

8) Adjournment

CERTIFICATE

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Melanie Carr
Communications 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
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**
- 2) Board Opening Comments**
- 3) Citizen Communications**
- 4) Approval of Minutes**
 - a) Consider Approval Of Meeting Minutes From Regular Called Meeting on February 13, 2009.
- 5) Discussion Only**
 - a) Economic Development Opportunities Related to RV Parks (McCloskey): Phil Brewer, Economic Development Director
 - b) Monthly Report on Convention & Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce
 - c) Marketing Update on Cedarparkfun.com Web Statistics and Advertising: Amy Stevens, Marketing Edge Ventures
 - d) Staff Report on Upcoming City Activities: Melanie Carr, Communications Manager
 - i) Movies in the Park – To Be Held March 27th & April 10th at Milburn Park
 - ii) Heritage Parade and Festival – To Be Held March 28th at Heritage Oak Park & Milburn Park
 - iii) Spring Egg-Stravaganza – To Be Held April 5th at Milburn Park

6) Discussion and Possible Action

- a) Consider Revision of Tourism Advisory Board’s Strategic Goals & Priorities to Directly Include the Cedar Park Center.
- b) Consider Recommending the Town of Windsor, Nova Scotia as a Partner for a “Sister City” Promotional Partnership with Cedar Park
- 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.

7) Closing Comments

8) 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:

Melanie Carr
Communications 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
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**
- 2) Board Opening Comments**
- 3) Citizen Communications**
- 4) Approval of Minutes**
 - a) Consider Approval Of Meeting Minutes From Regular Called Meeting on March 13, 2009.
- 5) Discussion Only**
 - a) Overview of Board Procedures, Operations, and Open Meetings Law: Charles Rowland, City Attorney.
 - b) Local Hotel Occupancy Tax Budget Report: Aaron Rector, Budget Manager.
 - c) Monthly Report on Convention & Visitor Bureau Activities and Visitor Requests: Melanie Carr, Communications Manager.
 - d) Marketing Update on Cedarparkfun.com Web Statistics and Advertising: Melanie Carr, Communications Manager.
- 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.
 - b) Consider Recommending the Town of Windsor, Nova Scotia as a Partner for a "Sister City" Promotional Partnership with Cedar Park.

7) Closing Comments

8) 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:

Melanie Carr
Communications 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
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

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



**AGENDA
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
FRIDAY, JUNE 12, 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**
- 2) Opening Comments**
- 3) Citizen Communications**
- 4) Approval of Minutes**
 - a) Consider Approval Of Meeting Minutes From Regular Called Tourism Advisory Board Meeting on May 8, 2009.
- 5) Discussion Only**
 - a) Monthly Report on Convention and Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce.
 - b) Marketing Update on Cedarparkfun.com Web Statistics and Advertising: Melanie Carr, Communications Manager.
 - c) Discuss Tourism Funding Application Procedures and Deadlines: Melanie Carr, Communications Manager
 - d) Upcoming City Events
 - i) 4th of July Celebration at Milburn Park: Melanie Carr, Communication Manager
 - ii) Grand Opening of Cedar Park Recreation Center: Melanie Carr, Communication Manager
- 6) Discussion and Possible Action**
 - a) Consider Recommendation to Staff Regarding Requests For Consultant Proposals on Developing a Permanent Visitor Center with Museum Component.
- 7) Closing Comments**
- 8) 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:

Melanie Carr
Communications Manager

Date Stamped (Monday, 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
FRIDAY, JULY 10, 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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

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

5) Excuse Absences

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

6) Discussion Only

- a) Year-To-Date Revenue, Expenditures and Fund Balance for Fiscal Year 2008-2009 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 and Discussion of Use of Social Media to Promote Cedar Park as a Visitor Destination: Amy Stevens, Marketing Edge Ventures.
- d) Report on Texas Tourism Regional Hotel Statistics: Melanie Carr, Communications Manager.
- e) Upcoming City Events
- i) Ribbon Cutting For Recreation Center – July 11, 2009, from 10-2pm at 1435 Main Street: Melanie Carr, Communications Manager.

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.
 - ii) Consider Recommending Approval of Marketing Calendar for Fiscal Year 2009-2010: Amy Stevens, Marketing Edge Ventures.
 - iii) Consider Recommendation Regarding Funding for Cedar Park Center
 - iv) Consider Recommendation Regarding Funding for Texas Music Project
 - v) Consider Recommendation Regarding Funding for the Heritage Society
 - vi) Consider Recommendation Regarding Funding for the Veterans Memorial
 - vii) Consider Recommendation Regarding Funding for the Austin Steam Train
 - viii) Consider Recommendation Regarding Renewal of Contract with Chamber of Commerce for Operation of the Convention and Visitors Bureau for Fiscal Year 2009-2010.
 - ix) Consider A Recommendation to City Council Regarding Occupancy Tax Budget for Fiscal Year 2009-2010: Aaron Rector, Budget Manager.

8) Closing Comments

9) Adjournment

CERTIFICATE

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Melanie Carr
Communications 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
FRIDAY, AUGUST 14, 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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

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

5) 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, Marketing Edge Ventures.
c) Update of Request for Proposal (RFP) for Consultant Services for a Permanent Visitor Center with Museum Component: Melanie Carr, Communications Manager

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

- iii) Consider Tourism Financial Participation for City Events, including: 4th of July Fireworks; Splash Jam Fireworks; and, the Bydee Festival
- iv) Consider A Recommendation to City Council Regarding Occupancy Tax Budget for Fiscal Year 2009-2010: Aaron Rector, Budget Manager.

7) Closing Comments

8) Adjournment

CERTIFICATE

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Melanie Carr
Communications 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
FRIDAY, SEPTEMBER 11, 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**
- 2) Opening Comments**
- 3) Citizen Communications**
- 4) Approval of Minutes**
 - a) Consider Approval Of Meeting Minutes From Regular Called Tourism Advisory Board Meeting on August 14, 2009.
- 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.
- 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, Marketing Edge Ventures.
- 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

8) Closing Comments

9) Adjournment

CERTIFICATE

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Melanie Carr
Communications 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
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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

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

5) Excuse Absences

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

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, Marketing Edge Ventures.
- c) Upcoming City Events: Melanie Carr, Communications Manager
- i) Youth Benefit Golf Tournament – November 16th – Twin Creeks Country Club
 - ii) Tree Lighting – December 4th – Heritage Oak Park
 - iii) Santa’s Workshop – December 12th – Heritage Oak Park
- d) Review of PowerPoint presentation for Joint Meeting with City Council on December 3rd.

7) Discussion and Possible Action

- i) Consider Recommendation Regarding Funding for “Athletes in Acting Awards”
- ii) Consider Recommendation Regarding Funding for Farmers Market

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:

Melanie Carr
Communications 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**

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

2) Opening Comments

3) Citizen Communications

4) Approval of Minutes

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

5) Excuse Absences

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

6) Discussion Only

- a) Status Report on the Opening of the La Quinta Hotel at FM 1431 and 183A: Pradip Mulji, La Quinta
b) Monthly Report on Convention and Visitor Bureau Activities and Visitor Requests: Aimee George, Chamber of Commerce.
c) Monthly Marketing Update: Amy Stevens, Marketing Edge Ventures.
d) Upcoming City Events: Melanie Carr, Communications Manager
i) Youth Benefit Golf Tournament – To Be Held On November 16, 2009 at Twin Creeks Country Club
ii) Tree Lighting – To Be Held On December 4, 2009 at Heritage Oak Park
iii) Santa's Workshop – To Be Held On December 12, 2009 at Heritage Oak Park

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

7) Discussion and Possible Action

- i) 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.

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:

Melanie Carr
Communications 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
FRIDAY, DECEMBER 11, 2009 AT 8:00 AM**

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

BOARD MEMBERS

Mel Kirkland, Place One
VACANT, 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 Regular Called Tourism Advisory Board Meeting Held on November 13, 2009.

5) 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, Marketing Edge Ventures.

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
ii) Potential Marketing Opportunities
iii) Tourism Destination Sites
iv) Potential Tourist Transportation System
b) Consider Hiring Additional Staff to Aid in Recruitment of Sporting Events and Sports Associations to Cedar Park
c) Consider Alternative Date or Cancellation of January 8, 2010 Tourism Advisory Board Meeting: Melanie Carr, Communications Manager

7) Closing Comments

8) 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

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Notice Removed: _____
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