



**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, MARCH 27, 2018 AT 6:30 PM
City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- ✓ Matthew Olguin, Place Two, Chair
- ✓ Robert Schoen, Place One
- ✓ Tona Allen, Place Five
- ☐ Georganne Duron, Place Three
- ✓ Linda Ayotte, Place Six, Sect.
- ✓ Joe Greco, Place Four, Vice Chair
- ✓ Jeff Kikel Place Seven.

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Chairman Olguin called the meeting to order at 6:30 pm and noted the presence of a Quorum with Board Member Georganne Duron absent.
- A.2 Board Members Opening Comments.
There were no opening comments from the Board.
- A.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.)
No Citizen's Communications were received.
- A.4 Presentations:
None Scheduled.

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 Quarterly Report On FY 2018 Revenues, Expenditures And Fund Balance. (Matthew Lee, Budget Manager)
Matthew Lee, Budget Manager distributed copies of the First Quarter FY 2018 Finance Report for Board review.

As of the end of the First Quarter, revenue collections (HOT Funds) totaled \$193,000 (25% higher than collected last year) and over \$13,000 above budgeted amount. Expenditures (budgeted at \$653,000) with a net fund year balance of \$1,849,236.

- B.2 Quarterly Report On FY 2018 Advertising & Marketing Update. (April Bear, Tourism Manager)
The Chair recognized Tourism staff, April Bear for a report on Advertising & Marketing.
- April provided a report on advertising, marketing, website statistics that occurred in the First Quarter of FY 2018. She provided examples of print ads, digital ads, and social media ads.*
- April also provided a recap of website statistics and noticed a decline –year-over-year and discussed ways to get the more visitation on the website.*
- B.3 Quarterly Report On FY 2018 Hotel Occupancy Rates. (April Bear, Tourism Manager)
The Chair recognized Tourism staff, April Bear for a report on Hotel Occupancy Rates.
- April reminded the Board of the summer Hotel Occupancy rates as a basis for the September-December 2017. April discussed a rise in September and October but rates declined in November and December. Both November and December occupancy rates were at a higher rate than the same time period in 2016.*
- April provided additional ways to raise hotel occupancy in November and December such as promoting the opening season of the Stars and Spurs as well as heavily promoting the Heritage tree lighting.*

CONSENT AGENDA

Pursuant To Tourism Advisory Board Rules, the Consent Agenda consists of all items set forth on Agenda Items C.1, C.2, and C.3. The Consent Agenda May Be Approved By A Single Motion.

- C.1 Approval Of The Minutes From The November 28, 2017 Tourism Advisory Board Meeting.
- C.2 Authorization To Excuse The Absence Of Board Member Robert Schoen From The November 28, 2017 Board Meeting.
- C.3 Authorization To Excuse The Absence Of Board Member Jeff Kikel From The November 28, 2017 Board Meeting.
Board Member Jeff Kikel moved to approval of the Consent Calendar, Board Member Tona Allen seconded the motion. The board approved the Motion with an affirmative vote of 6-0 with Board Member Georganne Duron absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- D.1 Consider Presentation And Acceptance of A Request By Cedar Park Entertainment Group, LLC For 2018 HOT Funds For Cedar Stock Tribute Band Festival In An Amount Not To Exceed \$50,000.
Timothy Kelly, Owner/Operator of Cedar Park Entertainment Group presented information related to the Cedar Stock Tribute Festival request for HOT Funds for advertising, marketing and promotion of the 2018 Event. Eligible expenses included

newspaper, radio and social media advertising. Targeting Houston, San Antonio, Killeen, Dallas/Fort Worth.

Vice Chair Joe Greco moved to table the request by Cedar Park Entertainment Group until the April board meeting for further discussion. Board Member Tona Allen seconded the motion. The motion was approved 6-0 with Board Member Georganne Duron absent.

- D.2 Consider A Request To Amend The Fiscal Year 2017-2018 Budget By \$50,000 To Provide HOT Funds For The Cedar Stock Tribute Band Festival.

Agenda Item D.2 was in relation to D.1, no action was taken due to motion of D.1.

- D.3 Consider Acceptance Of A Post-Event Report From The Texas Museum of Science & Technology For Advertising and Marketing In An Amount Not To Exceed \$12,209. *Texas Museum of Science & Technology submitted a post event report due to their closing on March 18, 2018 in the amount of \$12,209. Those funds were used for advertising and marketing from October 1, 2017 until their closing on March 18, 2018.*

Board Member Jeff Kikel moved acceptance of the Post-Event Report in the amount of \$12,209. Vice Chair Joe Greco seconded the motion. The motion was approved 6-0 with Board Member Georganne Duron absent.

- D.4 Consider Revisions For HOT Funded Event And Project Applications. (April Bear, Tourism Manager)

Along with the HOT Funded Event and Project sub-committee April Bear revised the application. The application follows the Texas Hotel & Lodging Associations suggested questions.

Board Member Tona Allen asked to reword the bullet item under Applicant Eligibility & Funding Guidelines to "The requested amount of funds will not exceed 50% of the total expected revenue."

Board Member Robert Schoen asked to reword the bullet item under Applicant Eligibility & Funding Guidelines to "Requested funding for marketing and advertising should be less than 50% of the expected advertising and promotional expenditures."

Vice Chair Joe Greco moved to accept the amendments to the HOT Funded Event and Project applications. Board Member Robert Schoen seconded the motion. The motion was approved 6-0 with Board Member Georganne Duron absent.

- D.5 Consider Schedule For Tourism Advisory Board 2018-2019 Event And Project Funding Application Reviews And Budget Recommendation. (April Bear, Tourism Manager) *April Bear presented the board with a 2018-2019 Event and Project Funding application schedule. Noting that exact dates will need to be nailed down based on board availability. April also asked the board if they will want to hold a budget workshop prior to the regularly scheduled June 26th board meeting. The board discussed and is interested in holding a budget workshop, date to be determined.*

Board Member Jeff Kikel moved to accept the schedule for preparation of the 2018-2019 Event and Project Funding Application Review and Budget Recommendation. Vice Chair Joe Greco seconded the motion. The motion was approved 6-0 with Board Member Georganne Duron absent.

- D.6 Discussion of Budget Preparation And Subcommittee Meetings Over The Next Quarter.
(April Bear, Tourism Manager)
April Bear provided an update for each subcommittee as well as what the next steps for each subcommittee will be over the next quarter.

ADMINISTRATIVE ITEMS

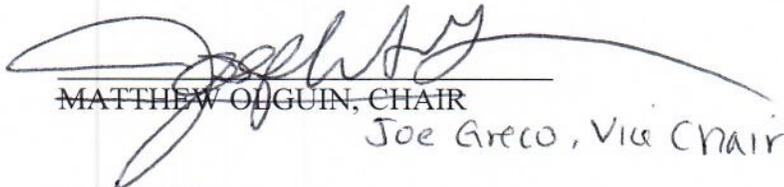
(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action. The Board may use Closing Comments to request future agenda items.)

- E.1 Introduction of Lauren Marfin, Assistant City Attorney.
April Bear formally introduced Lauren Marfin as the legal counsel for the Tourism Advisory Board.
- E.2 Board Members Closing Comments.
Vice Chair Joe Greco requested to add agenda item D.1 and D.2 to the April 24, 2018 agenda.
Board Member Robert Schoen requested to add time limit to HOT Event Funded Presentations.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, April 24, 2018 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

- F.1. Adjournment.
The Meeting was adjourned at 7:58 pm.

PASSED AND APPROVED THE 24th DAY OF APRIL, 2018.


MATTHEW OUGUIN, CHAIR
Joe Greco, Vice Chair

ATTESTED BY:

LINDA AYOTTE, SECRETARY