

April discussed the launch of the trip itineraries on the CedarParkFun.com website. Updating the “Fun” pages on the website to include the itineraries and the growth on social media.

- B.2 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 Q1 Hotel Occupancy rates as a basis for the January-March, 2018 quarter. April discussed a decline in January but a steady increase in February and March.

April provided additional ways to raise hotel occupancy in January through March such as promoting spending New Year’s Eve and Valentine’s Day weekend in Cedar Park.

- B.3 Withdrawal Of A Request By Cedar Park Entertainment Group, LLC For 2018 HOT Funds For The Cedar Stock Tribute Band Festival.

April Bear reminded the Board in March Cedar Park Entertainment Group had presented their request for HOT Funds. The board requested to hold the discussion to fund to the next scheduled TAB meeting. Since then, Cedar Park Entertainment Group has withdrawn their request for funds.

CONSENT AGENDA

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

- C.1 Approval Of The Minutes From The March 27, 2018 Tourism Advisory Board Meeting.
- C.2 Authorization To Excuse The Absence Of Board Member Georganne Duron From The March 27, 2018 Board Meeting.
Board Member Linda Ayotte moved to approval of the Consent Calendar, Board Member Robert Schoen seconded the motion. The board approved the Motion with an affirmative vote of 4-0 with Chairman Matthew Olguin and Board Members Tona Allen and Georganne Duron absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- D.1 Consider Presentation Of A 2017-2018 Project Application From SpringHill Suites Austin Cedar Park For A Wall Art Project In An Amount Not To Exceed \$11,200.
Doug and Ruth Denman, Owner/Operator of SpringHill Suites Austin Cedar Park presented information related to the Wall Art project request for HOT Funds for promotion of the arts that directly promote tourism. Eligible expenses included artist fees.

Board Member Jeff Kikel moved to approve request by SpringHill Suites Austin Cedar Park. Board Member Robert Schoen seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Members Tona Allen and Georganne Duron absent.

D.2 Consider Selection Of A Date For Tourism Advisory Board 2018-2019 Budget Workshop.
(April Bear, Tourism Manager)
April Bear presented the board with the two previously approved weeks to hold the 2018-2019 Budget Workshop. The board selected Thursday, June 7th to hold the meeting at 6:30 P.M.

D.3 Consider Cancellation Of The May 22, 2018 Regular Scheduled Board Meeting.
Due to the Special Called May 7th Meeting and the Budget Workshop Meeting on June 7th, April Bear asked the board to consider cancelling the May 22, 2018 Regularly Scheduled Board Meeting.

Board Member Jeff Kikel moved to cancel the May 22, 2018 Regularly Scheduled Board Meeting. Board Member Linda Ayotte seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Members Tona Allen and Georganne Duron absent.

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 Jennifer Morris, Tourism Administrative Assistant.
April Bear formally introduced Jennifer Morris as the Tourism Administrative Assistant.

E.2 Board Members Closing Comments.
April Bear advised the board that Board Member Georganne Duron has resigned from the Board.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, May 22, 2018 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

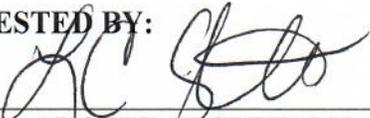
F.1. Adjournment.
The Meeting was adjourned at 7:07 pm.

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



JOE GRECO, VICE CHAIR

ATTESTED BY:



LINDA AYOTTE, SECRETARY