



**SPECIAL CALLED MEETING
BUDGET WORKSHOP SESSION
THURSDAY, JUNE 7 2018 AT 6:30 PM
Multi-Purpose Room, Building Three
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- | | |
|---|---|
| <input type="checkbox"/> Matthew Olguin, Place Two, Chair | |
| ✓ Robert Schoen, Place One | ✓ Tona Allen, Place Five |
| <input type="checkbox"/> Vacant, Place Three | ✓ Linda Ayotte, Place Six, Sect. |
| ✓ Joe Greco, Place Four, Vice Chair | <input type="checkbox"/> Jeff Kikel, Place Seven. |

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Vice Chair Joe Greco called the meeting to order at 6:30pm. A quorum of the Board was present with Board Members Matthew Olguin and Jeff Kikel absent.
- A.2 Board Members Opening Comments.
The Board had no opening comments.

**WORK SESSION AGENDA
REVIEW OF APPLICATIONS
(DISCUSSION ONLY)**

- B.1 Review And Discussion Of 2018-2019 Project Applications And Funding Requests, Including:
- I. Austin Spurs in an amount not to exceed \$75,000.
A request for funding consideration has been submitted by the Austin Spurs for marketing and advertising for their full season. Due to funding guidelines, the total amount requested will be reduced to not exceed more than 50% of the overall marketing and advertising expenses.
 - II. Cedar Fest Barbeque Cook-Off in an amount not to exceed \$15,000.
A request for funding consideration has been submitted by the Cedar Park Chamber of Commerce for marketing and advertising and Registration of Convention Delegates for Cedar Fest Barbeque Cook-Off. Legal requested confirmation if event would qualify for Convention Delegate registration.
 - III. Cheer America Championships LLC in an amount not to exceed \$15,000.
A request for funding consideration has been submitted by Cheer America for expenses directly related to a sporting event for Capital Cup Nationals. The application is missing an event budget and it has been requested.

- IV. Leander ISD- Rouse High School Athletic Booster Club in an amount not to exceed \$10,000.
A request for funding consideration has been submitted by Leander ISD for expenses directly related to a sporting event for Volleypalooza. The application is missing an event budget and it has been requested.
- V. H-E-B Center at Cedar Park in an amount not to exceed \$3,000.
A request for funding consideration has been submitted by the H-E-B Center. There was discussion as to if the request was for advertising space or monthly website hosting/fees. Staff will discuss with applicant as what the request for funding is for.
- VI. Friends Of The Balcones Canyonlands National Wildlife Refuge in an amount not to exceed \$5,000.
A request for funding consideration has been submitted by the Friends of the Balcones Canyonlands National Wildlife Refuge for marketing and advertising for the 19th Annual Balcones Songbird Festival. Due to funding guidelines, the total amount requested will be reduced to not exceed more than 50% of the overall marketing and advertising expenses.
- VII. Wolfpack Football in an amount not to exceed \$25,000.
A preliminary request for funding consideration has been submitted by the Wolfpack Football for marketing and advertising. The board asked for more information about the team and what the funding will be used for.

April Bear shared the Event Impact Calculator used for ROI of the HOT Event Funding and examples of ROI for previous year's events. The board then discussed the lack of hotel room nights reported on the Post Event report submitted by applicants.

- B.2 Review 2018-2019 Proposed Advertising, Marketing, And Promotion Expenditures.
 - I. Advertising, Marketing, And Promotion in an amount not to exceed \$525,437.96.
April Bear advised the board of the print, digital, sponsorships, Visit Widget, User Generated Images and Rhyme & Reason. The print publications will remain the same as last fiscal with an additional flight of See Texas First and removal of Texas Municipal League and the Cedar Park Chamber map due to off years. Digital ad buy significantly increased due to a goal of 20 million ad impressions. New this year we will look to work with ad networks for pre-roll, YouTube, Facebook Native as well as vendors to assist with SEM/SEO and Sweepstakes. The grand total for print and digital ads \$371,134.96. There are two sponsorships for next year, Texas Stars and the Austin Steam Train. Texas Stars will be a one game sponsorship and scoreboard feature for every home game. The Austin Steam Train will be of the entire duration of the North Pole Flyer (32 rides). Mentions and advertising opportunities on emails and ad buys an estimated additional reach of over 3 million. Visit Widget, User Generated Content and Rhyme & Reason will be returning for the next fiscal.
- B.3 Discussion Of Additional Opportunities For Future Board Consideration.
April Bear outlined additional opportunities including Research, Social Media Influencers, New Photography/Video, Show/Conferences and CedarParkHistory.com. The research would include ROI on digital ads to show travel activity connected to media including; ad exposure, trip planning window, length of stay and top origin markets. April Bear reached out to a few Texas Social Media Influencers about coming to Cedar Park. Funds under this line item would fund any associated costs for influencers. Staff would like to update photography and b-roll to refresh images for ads or media requests. April discussed shows and conferences to attend next year. As well as including CedarParkHistory.com maintenance and updates. Board Member Tona Allen asked if

these items were included in the \$525,437.96. April Bear and Matthew Lee from Finance explained it is not due to some of the items are considered in other line items of the Tourism budget and will review these amounts at the next meeting.

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 Board Members Closing Comments.

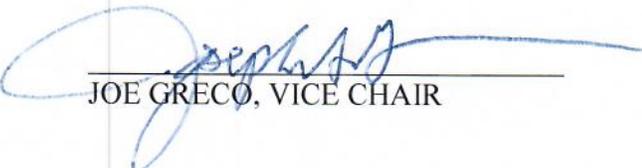
Board Member Tona Allen asked what the next steps will be. April Bear will contact the applicants regarding the items/concerns discussed at this meeting. At the regularly scheduled June 26 meeting, applicants will present their request for funding, followed by a question and answer. April will represent the Advertising, Marketing and Promotion budget in more condensed fashion. Matthew Lee in Finance will give a projected revenue and contrast with expenditures. At the July meeting these items will be up for action. Board Member Linda Ayotte asked when the next Hotel Meeting will be. April stated it has been a year but we can look at scheduling on in the upcoming months.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, June 26, 2018 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

F.1. Adjournment.

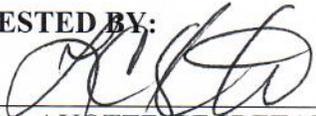
The meeting was adjourned at 7:45 pm.

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



JOE GRECO, VICE CHAIR

ATTESTED BY:



LINDA AYOTTE, SECRETARY