



**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JULY 24, 2018 AT 6:30 PM
City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- ✓ Robert Schoen, Place One
- ✓ Anne Miller, Place Two
- Vacant, Place Three

- ✓ Joe Greco, Place Four, Vice Chair
- Tona Allen, Place Five
- ✓ Linda Ayotte, Place Six, Secretary
- Matthew Olguin, Place Seven

MINUTES

- 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 Tona Allen absent.

- A.2 Board Members Opening Comments.

Board Member Linda Ayotte welcomed Anne Miller to the Board.

- A.3 Citizen Communications.

There were no citizen communications.

- A.4 Presentations:

There were no presentations.

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 Quarterly Report On FY 2018 Revenues, Expenditures, Fund Balance And Review Of Estimated FY 2019 Revenues, Expenditures And Fund Balance. (Matthew Lee, Budget Manager)

Matthew Lee, Budget Manager distributed copies of the Third Quarter FY 2018 Finance Report for Board review.

As of the end of the Third Quarter, revenue collections (HOT Funds) totaled \$640,000 (12% higher than collected last year) and \$59,000 above budgeted amount. Expenditures were budgeted at \$653,891 with a net fund year balance of \$1,901,318.

Matthew Lee then discussed FY 2019 proposed budget. He estimated \$1.1M in revenue and \$1.0M in expenses. This is 30% growth in hotel occupancy projections. There is a projected net fund year balance of \$1,962,852. Matthew asked to consider the budget as whole in item D.9 of this agenda.

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 May 7, 2018 Special Called Tourism Advisory Board Meeting.
- C.2 Authorization To Excuse The Absence Of Board Member Tona Allen From The May 7, 2018 Board Meeting.
- C.3 Authorization To Excuse The Absence Of Board Member Matthew Olguin From The May 7, 2018 Board Meeting.
- C.4 Approval Of The Minutes From The June 7, 2018 Special Called Budget Workshop.
- C.5 Authorization To Excuse The Absence Of Board Member Matthew Olguin From The June 7, 2018 Special Called Budget Workshop.
- C.6 Authorization To Excuse The Absence Of Board Member Jeff Kikel From The June 7, 2018 Special Called Budget Workshop.

Board Member Robert Schoen moved to approve the Consent Agenda, Board Member Linda Ayotte seconded the motion. The Board approved the Motion with an affirmative vote of 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- D.1 Consideration of Amendments To The Rules of Procedure For The Tourism Advisory Board. (Lauren Marfin, Assistant City Attorney)

Lauren Marfin discussed the changes to the Rules of Procedure are in efforts to get consistency across all boards within the City of Cedar Park. Non substantive changes include remove redundancy, gender neutrality and accurate agenda categories.

Substantive changes include automatic resignation, add term limits for officer positions and voice votes.

Board Member Linda Ayotte moved to approve of the Amendments to the Rules of Procedure, Board Member Anne Miller seconded the motion. The Board approved the Motion with an affirmative vote of 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.2 Consider Acceptance Of A Post-Event Report From The Friends Of The Balcones Canyonlands National Wildlife Refuge For Advertising and Marketing In An Amount Not To Exceed \$5,000.

The Friends Of The Balcones Canyonlands National Wildlife Refuge submitted a post event report in the amount of \$5,000. Those funds were used for advertising and marketing of the Balcones Songbird Festival on April 27-29, 2018.

Board Member Robert Schoen moved to accept the Post-Event Report in the amount of \$5,000. Board Member Linda Ayotte seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.3 Consider Acceptance Of A Post-Event Report From The Cedar Park Chamber of Commerce For Registration Of Convention Delegates And Advertising And Marketing In An Amount Not To Exceed \$15,000.

The Cedar Park Chamber of Commerce submitted a post event report in the amount of \$15,000. Those funds were used for advertising and marketing of the Cedar Fest BBQ Cook-Off on April 28, 2018.

Board Member Linda Ayotte moved to accept the Post-Event Report in the amount of \$15,000. Board Member Robert Schoen seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.4 Consider Acceptance Of A Post-Event Report From Cheer America Championships For Advertising And Marketing In An Amount Not To Exceed \$15,000.

The Cheer America Championships submitted a post event report in the amount of \$15,000. Those funds were used for advertising and marketing of the Cheer America Capital Cup Nationals on November 19, 2017.

Board Member Linda Ayotte moved to accept the Post-Event Report in the amount of \$15,000. Board Member Anne Miller seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.5 Consider Acceptance Of A Post-Event Report From NOLA Food & Music Festival For Advertising And Marketing And Promotion Of The Arts In An Amount Not To Exceed \$35,000.

The NOLA Food & Music Festival submitted a post event report in the amount of \$35,000. Those funds were used for advertising and marketing of the festivals on April 8, 2018.

Board Member Linda Ayotte moved to accept the Post-Event Report in the amount of \$35,000. Board Member Anne Miller seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.6 Consider Acceptance Of A Post-Event Report From Austin Spurs For Advertising And Marketing In An Amount Not To Exceed \$50,000.
The Austin Spurs submitted a post event report in the amount of \$50,000. Those funds were used for advertising and marketing of the Austin Spurs season.

Board Member Robert Schoen moved to accept the Post-Event Report in the amount of \$50,000. Board Member Linda Ayotte seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.7 Presentations Of 2018-2019 Project Applications And Funding Requests.

- I. Consider Presentations of 2018-2019 Project Application And Funding Requests, Presentation To Not exceed 5 Minutes. Including:

- 1) Austin Spurs in an amount not to exceed \$62,500.

Justin Wynter and Ryan Snider presented a project increase in overnight stays and attendance level for 2018-2019 season, with 91% of fan base outside of the Cedar Park area. The Austin Spurs request funding to increase digital advertising for the season.

Board Member Robert Schoen moved to approve funding in the amount of \$62,500. Board Member Linda Ayotte seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- 2) Cedar Park Chamber of Commerce in an amount not to exceed \$15,000.
Tony Moline stated that HOT Funds will be used for marketing and advertising as well as registration of convention delegates, with teams coming from as far as Oregon.

Board Member Linda Ayotte moved to approve funding in the amount of \$15,000. Board Member Anne Miller seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- 3) Cheer America Championships LLC in an amount not to exceed \$15,000.
Ladd LeBus stated that this is the fifth year requesting HOT Funds. The funds will be used for marketing and advertising directly related to a sporting event, the Capitol Cup Nationals.

Board Member Anne Miller moved to approve funding in the amount of \$15,000. Board Member Linda Ayotte seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- 4) Leander ISD- Rouse High School Athletic Booster Club in an amount not to exceed \$10,000.

Tourism Manager April Bear presented the HOT fund request on behalf of Rouse High School Athletic Booster Club. The funds will be used for marketing and advertising directly related to a sporting event, Volleypalooza.

Board Member Linda Ayotte moved to approve funding in the amount of \$10,000. Board Member Anne Miller seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- 5) Friends Of The Balcones Canyonlands National Wildlife Refuge in an amount not to exceed \$4,730.

Sharon Macut stated HOT funds will be used for marketing and advertising directly related to the 19th Annual Balcones Songbird Festival.

Board Member Robert Schoen moved to approve funding in the amount of \$4,730. Board Member Anne Miller seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.8 Consider Advertising, Marketing, And Promotion Expenditures For Fiscal Year 2019 In An Amount Not To Exceed \$513,190. (April Bear, Tourism Manager)

April Bear explained that part of the presentation contains a line item that includes Austin Steam Train. With the recusal of Board Member Robert Schoen, a quorum would not be held. Legal instructed the Board to consider the expenditures less the Austin Steam Train Sponsorship. Mrs. Bear then went on to explain the other sponsorships and highlighted changes to the Print, Digital and miscellaneous marketing expenditures that occurred after the Tourism Budget Workshop. The total for Advertising, Marketing and Promotion expenditures without the Austin Steam Train sponsorship is \$458,955.

Board Member Anne Miller moved to approve funding in the amount of \$458,955. Board Member Linda Ayotte seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

- D.9 Consider A Tourism Board Budget Recommendation For Fiscal Year 2019 As Presented. (Matthew Lee, Budget Manager)

Matthew Lee represented the Fiscal Year 2019 budget (as shown on Item B.1). Mr. Lee stated if approved, this budget will be presented to City Council at the Budget Workshop with a note that it is staff recommendation to include a sponsorship with Austin Steam Train.

Board Member Linda Ayotte moved to approve Tourism Board Budget as presented with the exception of the Austin Steam Train Sponsorship of \$54,235. Board Member Anne Miller seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent.

ADMINISTRATIVE ITEMS

- E.1 Board Members Closing Comments.

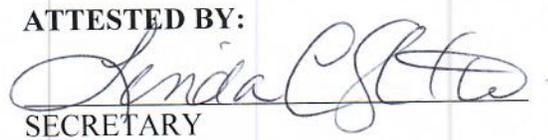
Board Member Anne Miller stated she was very happy to be here.

- F.1. Adjournment.

Vice Chair Joe Greco moved to adjourn. Board Member Anne Miller seconded the motion. The motion was approved 4-0 with Chairman Matthew Olguin and Board Member Tona Allen absent. The meeting was adjourned at 7:44 pm.

PASSED AND APPROVED THE 28th DAY OF AUGUST, 2018.


CHAIR

ATTESTED BY:

SECRETARY