



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

**BOARD MEMBERS**

- Matthew Olguin, Place Seven, Chair
- Robert Schoen, Place One                       Joe Greco, Place Four, Vice Chair
- Anne Miller, Place Two                       Tona Allen, Place Five
- Vacant, Place Three                       Linda Ayotte, Place Six, Secretary

**AGENDA**

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- A.2 Board Members Opening Comments.
- 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.)
- A.4 Presentations:  
None

**STAFF REPORTS  
(DISCUSSION ONLY)**

- B.1 Review Of Fourth Quarter and Full FY 2018 Marketing, Advertising, And Tourism Promotions. (April Bear, Tourism Manager)
- B.2 Review Of Fourth Quarter and Full FY 2018 Hotel Occupancy Rates. (April Bear, Tourism Manager)
- B.3 Opening Of Hyatt Place Austin Cedar Park. (April Bear, Tourism Manager)
- B.4 Report On Hotelier Meeting. (April Bear, Tourism Manager)
- B.5 Update On Visitor Profile Research. (April Bear, Tourism Manager)

## CONSENT AGENDA

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

- C.1 Approval Of The Minutes From The August 28, 2018 Regular Called Tourism Advisory Board Meeting.

## REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- D.1 Consider Acceptance Of A Post-Event Report From Austin Steam Train For Advertising and Marketing In An Amount Not To Exceed \$35,000.
- D.2 Consider Acceptance Of A Post-Event Report From Texas Stars, LP For Advertising and Marketing In An Amount Not To Exceed \$3,000.
- D.3 Consider Acceptance Of A Post-Event Report From Rouse High School Athletic Booster Club For Advertising and Marketing In An Amount Not To Exceed \$10,000.
- D.4 Review The Return On Investment For HOT Funded Events In FY 2018. (April Bear, Tourism Manager)
- D.5 Consider The Revisions For FY 2019 HOT Funded Event And Project Applications.

## 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 Reminder for Joint Tourism Advisory Board and City Council Meeting.
- E.2 Board Members Closing Comments.

**Next Regular Scheduled Tourism Advisory Board Meeting: Wednesday, December 12, 2018 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

- F.1 Adjournment.

*The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.*

*An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.*

*At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.*

CERTIFICATE

I certify that the above notice of the Special Called Meeting of the Tourism Advisory Board of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

'18 NOV 20 PM 1:21



\_\_\_\_\_  
*Date Stamped (Month, Day, Year, AM/PM, Time)*

April Bear,  
Tourism Manager

The Cedar Park City Hall Complex 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)*

# CITY OF CEDAR PARK

## 2018-2020 STRATEGIC GOALS



### DISTINCTLY CEDAR PARK

#### PURPOSE

Cedar Park is a unique location with a distinct identity shaped by its distinguishing projects and programs.

#### OBJECTIVES

- Encourage unique and distinctive developments
- Revitalize Bell Boulevard area
- Create gathering places, including parks and library
- Design special events that attract people to Cedar Park
- Leverage the value of aesthetics on community culture



### OPEN HERE, GROW HERE

#### PURPOSE

Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

#### OBJECTIVES

- Identify markets and actively recruit targeted industries and employers
- Evaluate economic development tool box
- Protect areas already designated for business
- Develop and launch business retention program



### SAFETY IS TOP-OF-MIND

#### PURPOSE

Our community feels safe, secure and comfortable.

#### OBJECTIVES

- Ensure timely and appropriate response for calls for service
- Provide resources necessary to meet community expectations
- Enhance citizen safety level



### OPERATIONAL & FISCAL EXCELLENCE

#### PURPOSE

Deliver high-quality services in a fiscally-responsible manner.

#### OBJECTIVES

- Provide high-value services to our community
- Demonstrate fiscal responsibility
- Improve and ensure a well-maintained infrastructure, including storm water
- Attract and retain a qualified workforce



### LINK PEOPLE, PLACES & THINGS

#### PURPOSE

Improve mobility through multi-modal transportation options that best serve the community's needs.

#### OBJECTIVES

- Continue implementing Roadway Master Plan
- Expand pedestrian and bike networks
- Complete Transit Study
- Use technology to improve traffic/mobility
- Advance 183A frontage road project



### STRONG COMMUNITY CONNECTIONS

#### PURPOSE

Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

#### OBJECTIVES

- Develop and leverage innovative ways to engage the community
- Evaluate and enhance current engagement programs
- Support development and recognition of board and commission members



### SUSTAINABLE FUTURE

#### PURPOSE

Demonstrate responsible stewardship of community and natural resources.

#### OBJECTIVES

- Use our resources wisely
- Explore environmental programs
- Update Comprehensive Plan
- Support neighborhood maintenance

