



**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, AUGUST 28, 2018 AT 6:30 PM  
City Council Chambers, Building Four  
450 Cypress Creek Road, Cedar Park, Texas 78613**

**BOARD MEMBERS**

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

**MINUTES**

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

**Secretary Linda Ayotte called the meeting to order at 6:30pm. A quorum of 5 members was present. Vice Chair Joe Greco arrived at 6:31pm.**

- A.2 Board Members Opening Comments.

**No opening comments.**

- A.3 Citizen Communications.

**There were no citizen communications.**

- A.4 Presentations:

**There were no presentations.**

**STAFF REPORTS  
(DISCUSSION ONLY)**

- B.1 Review Of Quarterly Marketing, Advertising, And Tourism Promotions. (April Bear, Tourism Manager)

**The Board recognized Tourism Manager, April Bear for a report on Marketing Advertising.**

**April provided a report on advertising, marketing that occurred in the Third Quarter of FY2018. April presented the results of the visitor attribution report generated through Trip Advisor.**

**April provided a recap of website statistics and a decline from years prior. She also mentioned the website only has a 13% visibility which SEO and SEM will help drive the website visits up in the upcoming fiscal.**

- B.2 Review Of Quarterly Hotel Occupancy Rates. (April Bear, Tourism Manager)  
Vice Chair Joe Greco recognized Tourism Manager April Bear for a report on Hotel Occupancy Rates.**

**April reminded the Board of the Q2 Hotel Occupancy rates. Over all the hotel occupancy rates from April- June saw an increase in stays from this quarter last year. April reminded the Board of what events occurred during this time period.**

**April provided opportunities for growth including a Father's Day promotion.**

**April ended the presentation with a yearend recap, with Cedar Park's hotel occupancy rate above the state wide average. Board Member Matthew Olgiun requested to include two years prior on future year end slides.**

- B.3 Report On City Council Budget Workshop. (April Bear, Tourism Manager)  
April Bear advised the Board that the City Council met for Budget Workshop on August 3<sup>rd</sup>. Overall there weren't any questions pertaining to Tourism, however the City Council wanted to remind all boards to keep in mind the fund balance and be cognizant not to dip into funds.**

## **CONSENT AGENDA**

- C.1 Approval Of The Minutes From The July 24, 2018 Regular Called Tourism Advisory Board Meeting.  
Board Member Matthew Olguin moved to approve the Consent Agenda, Secretary Linda Ayotte second the motion. The Board approved the motion with an affirmative vote of 6-0.**

## **REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)**

- D.1 Consider Acceptance Of A Post-Event Report From SpringHill Suites Austin/Cedar Park For Promotion Of The Arts That Directly Enhance Tourism In An Amount Not To Exceed \$11,200.  
SpringHill Suites Austin/Cedar Park submitted a post event report in the amount of \$11,200. These funds were used for their wall mural. Vice Chair Joe Greco mentioned he saw the Austin American Statesman wrote a story on the wall. He also took note that they spent additional funds for marketing and promotion. The Board discussed moving forward, items such as these out of the normal for this Board should be funded through PACE Board.**

**Secretary Linda Ayotte moved to accept the Post-Event report in the amount of \$11,200. Board Member Tona Allen seconded the motion. The motion was approved 6-0.**

- D.2 Consider Election Of Tourism Advisory Board Officers For 2018-2019.  
**April Bear mentioned every year all Boards are to nominate and vote on Officers. The Board then considered officers for 2018-2019.**

**Board Member Robert Schoen moved to nominate Joe Greco as Vice Chair and Linda Ayotte for Secretary. Board Member Anne Miller seconded the motion. The motion was approved 6-0.**

**Secretary Linda Ayotte moved to nominate Matthew Olguin as Chair. Board Member Anne Miller seconded the motion. The motion was approved 6-0.**

- D.3 Review Sub-Committee Responsibilities And Consider Board Designations For Sub-Committee Members.

**April Bear provided the subcommittees and vacancies as of August 28, 2018. The Board then considered the membership on the subcommittees.**

**Secretary Linda Ayotte made a motion to disband the Visitor Development Planning Committee to merge with the Market & Advertising Subcommittee. Vice Chair Joe Greco seconded the motion. The motion was approved 6-0.**

**Chair Matthew Olguin made a motion to approve the subcommittee members as follows. Secretary Linda Ayotte seconded the motion. The motion was approved 6-0.**

**Marketing/Advertising and Visitor Planning Subcommittee**

*Works with Tourism Staff to review the marketing and advertising plan for the upcoming fiscal. Works with Tourism staff to identify areas of potential areas of growth for the department and visitors to the area.*

- Tona Allen
- Matthew Olguin
- Joe Greco

**Hotel and Lodging Industry Subcommittee**

*Attends yearly meeting with local hoteliers to hear their feedback and concerns of the hotel industry in Cedar Park.*

- Linda Ayotte
- Anne Miller
- Tona Allen

**Funding Applications, Procedures, and Guidelines Subcommittee**

*Works with Tourism staff to review the HOT funding procedures, applications and rules for the upcoming fiscal year.*

- Robert Schoen
- Joe Greco
- Linda Ayotte

**Historic Preservation Subcommittee**

*Meets as needed to discuss preservation of historic sites.*

- Anne Miller
- Joe Greco

**ADMINISTRATIVE ITEMS**

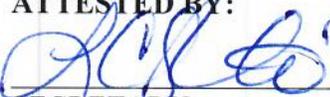
E.1 Board Members Closing Comments.  
**There were no closing comments.**

**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, September 25, 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 7:06 pm.**

**PASSED AND APPROVED THE 27<sup>th</sup> DAY OF NOVEMBER, 2018.**

  
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CHAIR

**ATTESTED BY:**  
  
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SECRETARY