CEDAR PARK

**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
✓ Anne Miller, Place Two
☐ Vacant, Place Three
✓ Joe Greco, Place Four, Vice Chair
✓ Tona Allen, Place Five
✓ Linda Ayotte, Place Six, Secretary

## MINUTES

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
**Chair Matthew Olguin called the meeting to order at 6:30pm. A quorum of 6 members was present.**

A.2 Board Members Opening Comments.

**No 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.)

**There were no citizen communications.**

A.4 Presentations:

**There were no presentations.**

## STAFF REPORTS
## (DISCUSSION ONLY)

B.1 Review Of Fourth Quarter and Full FY 2018 Marketing, Advertising, And Tourism Promotions. (April Bear, Tourism Manager)
**Chair Matthew Olguin recognized Tourism Manager, April Bear for a report on Marketing Advertising.**

**April provided a report on advertising, marketing that occurred in the Fourth Quarter**

**of FY2018. April provided a recap of website statistics and a decline from years prior. She also mentioned there were more pages per session and a longer duration during the same time period in 2016. She is also working with Madden Media to ensure the CedarParkFun.com website numbers rise.**

**April then provided a recap of FY 2018 marketing and advertising. She provided a click through rate of the digital ad placements. She noted that Texas Highways had a bot click fraud issue, resulting in a higher click through rate. She reminded the Board we are not guaranteed clicks to an ad but are guaranteed a number of impressions. The Tourism Department had over 17,000 leads. The Department also deployed two email newsletters. Over the whole year CedarParkFun.com had over 52,000 visits. She also went over the demographics of the individuals who visit the website and follow on social media.**

**In August, the Tourism Department moved to 200 S. Bell and opened the Cedar Park Visitor Center. April reported on the direct travel spending tourism brings to Cedar Park.**

B.2 Review Of Fourth Quarter and Full FY 2018 Hotel Occupancy Rates. (April Bear, Tourism Manager)

**Chair Matthew Olguin recognized Tourism Manager April Bear for a report on Hotel Occupancy Rates.**

**April reminded the Board of the Q3 Hotel Occupancy rates. June ended with a high occupancy rate over the past three years.**

**The hotel occupancy rates from July-September saw a decrease in stays overall. April advised the board when school started in August, the hotel occupancy decreased. While Labor Day had a high occupancy rate, the rate fell after the holiday.**

**April provided opportunities for growth including summer itineraries and promoting fall events. She shared that most CVBs see a decline in leisure tourism due to school start date and rely on meetings market to keep hotel occupancy rates up.**

**April then recapped hotel occupancy rate over the past year as it compares to two prior years. She noted the dip in October-December is common with other cities. Chair Matthew Olguin requested to see what events occurred in June. Board Member Tona Allen requested to see what events happened in April of 2016. Vice Chair Joe Greco requested a report of week by week occupancy for the past three years.**

B.3 Opening Of Hyatt Place Austin Cedar Park. (April Bear, Tourism Manager)

**The Hyatt Place Austin Cedar Park opened in early October and is located at New Hope Drive and 183A.**

B.4 Report On Hotelier Meeting. (April Bear, Tourism Manager)

**Chair Matthew Olguin recognized Tourism Manager April Bear for a report on the Hotelier Meeting.**

**The meeting occurred October 12, 2018. Representation from Hyatt, Springhill, Candlewood and Holiday Inn were in attendance. While the hotel occupancy rate was overall above state average there was concern that with more hotels being built and no**

**new attractions, events, or meetings being held there was nothing to hold the occupancy rate up. The hoteliers state they are not getting the hotel rooms from the HOT Funded events that the post event reports state, but hoteliers are willing to work with the Tourism Department to capture the leads and reporting. The hoteliers want the Tourism Department to look into sales calls or blitzes to further promote Cedar Park as a meeting destination.**

**The Tourism Department created actionable items to address the hoteliers' concerns. The Tourism Department is looking into creating a Tourism Strategic Plan so that all levels of staff will understand the goals and steps to achieve the goals. The Department is also looking into qualitative and quantitative research on Cedar Park Fun brand to ensure ad messaging is on par with the City's identity. April plans to speak with Economic Development about the need for a convention center or a larger meeting space. The Tourism Department will also meet quarterly with the hoteliers for open communication.**

**There was discussion around the brand identity and the need to research around "Cedar Park Fun" and "Stay in Cedar Park". Vice Chair Joe Greco asked if we could position Cedar Park as a sporting destination. April Bear said LISD fields could be utilized as well as a league size hockey and basketball field at the HEB Center. However, the biggest meeting space is the Hyatt Place, but that space isn't large enough for a convention. Board Member Anne Miller asked if there were plans for a convention center in Destination Bell Boulevard. April Bear advised that there are no current plans, only a possible amphitheater in the Lakeline Master Plan.**

B.5 Update On Visitor Profile Research. (April Bear, Tourism Manager)
**Chair Matthew Olguin recognized Tourism Manager April Bear for an update on the Visitor Profile Research.**

**The Tourism Department will be able to find the best prospective visitors through information on past/current visitors. The report will help the Department take a targeted approach to finding more people like them.**

**The report will be ready on December 6th and will be presented to the Board at the next meeting.**

## 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.
**Vice Chair Joe Greco 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 Austin Steam Train For Advertising and Marketing In An Amount Not To Exceed $35,000.

**Austin Steam Train submitted a post-event report in the amount of $35,000. These funds were used for their advertising and marketing.**

**Board Member Robert Schoen recused himself and left the dais during deliberation and voting on item D.1.**

**Secretary 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 5-0, with Board Member Robert Schoen recusing himself from the vote.**

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.
**Texas Stars, LP submitted a post-event report in the amount of $3,000. These funds were used for advertising on the website.**

**April Bear reminded the board that the legal name is Texas Stars, however the post-event report is for the HEB Center in Cedar Park. She mentioned the number of room nights could not be calculated.**

**Board Member Anne Miller moved to accept the post-event report in the amount of $3,000. Vice Chair Joe Greco seconded the motion. The motion was approved 6-0.**

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.
**Rouse High School Athletic Booster Club submitted a post-event report in the amount of $10,000. These funds were used for advertising and marketing.**

**There was discussion around the return on investment (ROI) for this event and the accuracy of the calculated ROI.**

**Board Member Tona Allen moved to accept the post-event report in the amount of $10,000. Secretary Linda Ayotte seconded the motion. The motion was approved 6-0.**

D.4 Review The Return On Investment For HOT Funded Events In FY 2018. (April Bear, Tourism Manager)
**Chair Matthew Olguin recognized Tourism Manager April Bear for an update on the Return On Investment for HOT Funded Events in FY2018.**

**April recapped a total of 10 HOT Funded Events for a total of $193,409. The number of attendees and room nights as reported on the post-event report were shared with the Board. The HEB Center and Springhill Suites were not able to provide the number of room nights. Based on these numbers, the Tourism Department uses Destinations International's Event Impact Calculator to generate an ROI for these events.**

**There was discussion for the Board to see a demo of how staff inputs the data in the event calculator to better understand the ROIs.**

D.5 Consider The Revisions For FY 2019 HOT Funded Event And Project Applications.
**Chair Matthew Olguin recognized Tourism Manager April Bear for an update on the revisions For FY2019 HOT Funded Event And Project Applications.**

**April advised the board that this item is for FY 2019-2020 HOT Funded Event and Project Applications. April presented the Board with a revised and reformatted application packet. She also instructed the Board to consider any revisions which will be determined at a later Board 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 Reminder for Joint Tourism Advisory Board and City Council Meeting.
**April Bear reminded the Board, the Joint Tourism Advisory Board and City Council meeting will be held on January 10, 2019. Time and location is TBD.**

E.2 Board Members Closing Comments.
**Chair Matthew Olguin asked the other Board Members to meet with their respective Council Members on what is expected of the Board.**

**Board Members Linda Ayotte is concerned with the ROI on the events.**

**There was discussion around the date of the next regularly scheduled board meeting. Legal counsel advised that Tourism staff will send out an agenda and at that time the Board can decide if the meeting needs to be cancelled.**

**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 meeting was adjourned by Chair Olguin at 7:34 pm.**

**PASSED AND APPROVED THE 22nd DAY OF JANUARY, 2019.**

CHAIR

**ATTESTED BY:**

SECRETARY