



**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, JANUARY 22, 2019 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
- ✓ David Jacobson, 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 5 members was present. Board Member David Jacobson arrived at 6:33 pm.**
- A.2 Welcome David Jacobson to Place Three.  
**Chair Matthew Olguin welcomed David Jacobson to the board. David mentioned he was excited to be here and was born and raised in Cedar Park.**
- A.3 Board Members Opening Comments.  
**No opening comments.**
- A.4 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.5 Presentations:  
**There were no presentations.**

**STAFF REPORTS  
(DISCUSSION ONLY)**

- B.1 FY'19 First Quarter Revenues, Expenditures And Fund Balance Report. (Matthew Lee, Finance Manager)

**Chair Matthew Olguin recognized Finance Manager, Matthew Lee for a report on FY'19 First Quarter Revenues, Expenditures and Fund Balance.**

**Matthew Lee, Budget Manager distributed copies of the First Quarter FY 2019 (October 2018- December 2018) Finance Report for Board review.**

**As of the end of the FY 2018, unaudited number show revenue collections (HOT Funds) totaled \$806,142. Expenditures were budgeted at \$639,250 with a net fund year balance of \$1,831,498 accounting minimum reserve level.**

**As of the end of the First Quarter, revenue collections (HOT Funds) totaled \$179,000 (trending 7% below the same quarter last year) and \$16,000 above budgeted amount. After doing research, Matthew explained the reason for the below budget amount can be attributed to not receiving collections from one of the Cedar Park hotels. Once received, it will be reflected in the second quarter. Projected FY'19 revenues of \$1,112,813. Expenditures were budgeted at \$1,001,575 with a projection of net fund year balance of \$1,890,396.**

- B.2 Update On Visitor Profile Research Report. (April Bear, Tourism Manager)  
**The Board recognized Tourism Manager, April Bear for a report on the Visitor Profile Research by MindEcology.**

**April discussed visitor booking data, where they originated from and the distance they typically drive to Cedar Park. She discussed the top three visitor profile personas; Suburban Accumulating Families, Country Comfortable Families and Affluent Nesters. She then discussed their psychographic profiles. The MindEcology report also provided marketing recommendations for Digital, Print and Out Of Home Advertising. The report suggested that Cedar Park Tourism take a more branding and bold creative rather than event based ads.**

**The presentation wrapped up with the top zip codes to reach personas that match our visitor profile.**

**The board asked if April Bear will be taking the recommendations when planning. April has already implemented the targeted zip codes for ads that are running this fiscal and will look to implement when planning the budget for FY 2020.**

- B.3 Update Hotel Occupancy Rates As Requested In November Tourism Advisory Board Meeting. (Chair Matthew Olguin, Vice Chair Joe Greco and Board Member Tona Allen)  
**The Board recognized Tourism Manager, April Bear for a report on the Hotel Occupancy Rates requested by the board.**

**Board Member Tona Allen requested to know what events occurred in April 2016. April Bear listed the events and discussed how the difference in the hotel occupancy percentages from 2016 to 2018 could possibly be attributed to the Spring Hill Suites in Austin/Cedar Park and the Aloft Hotel on Lake line opened in late 2016 as well as several boutique hotels in Austin opening in 2017. April Bear reminded the Board that with new hotels opening up without any new events or attractions can affect the hotel occupancy rate.**

**Chair Matthew Olguin requested to know what events occurred in June 2018. April Bear listed the events. She discussed how the Texas Stars game, Father's Day Weekend**

and a concert held at the HEB Center made the hotel occupancy higher.

Vice Chair Joe Greco requested the hotel occupancy rates by week for the past three years. April Bear mentioned they are in the packet but because there is a lot of information it isn't included in the presentation.

The board mentioned we need more events in December and January to pick up the rates.

- B.4 Review The Return On Investment Calculator For HOT Funded Events. (April Bear, Tourism Manager)

The Board recognized Tourism Manager, April Bear for a review of the Return on Investment Calculator.

April Bear stated because it isn't a formula that she can show, she will do a live demo on the website. She provided the board fictional events to follow along.

April ended the presentation by reminding the board that in order to see a positive ROI, the event must be multi day, with a high out of town visitor turn out and low requested fund amount.

Chair Matthew Olguin requested to see the ROI for events that have requested funds for April Bear to present at a later Tourism Advisory Board 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 November 27, 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 The Revisions For FY 2020 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 reminded the board at the November meeting she presented the Board with a revised and reformatted application packet. Vice Chair Joe Greco requested more time to review the packet.

## 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.

**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, February 26, 2019 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 7:24 pm.**

**PASSED AND APPROVED THE 26<sup>nd</sup> DAY OF FEBRUARY, 2019.**

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CHAIR

**ATTESTED BY:**

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SECRETARY