



**CEDAR
PARK**

MINUTES

**SPECIAL CALLED MEETING
BUDGET WORKSHOP SESSION
TUESDAY, JUNE 25, 2019 AT 5:00 PM
*Multi-Purpose Room A, Building Three
450 Cypress Creek Road, Cedar Park, Texas 78613***

BOARD MEMBERS

- | | |
|---|--|
| <input type="checkbox"/> Robert Schoen, Place One | <input type="checkbox"/> Malin Daniels, Place Four |
| <input type="checkbox"/> Anne Miller, Place Two | <input type="checkbox"/> Tona Allen, Place Five |
| <input checked="" type="checkbox"/> David Jacobson, Place Three | <input checked="" type="checkbox"/> Linda Ayotte, Place Six, Secretary |
| <input type="checkbox"/> Matthew Olguin, Place Seven, Chair | |

AGENDA

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

Board Member Ayotte called the meeting to order at 5:02 p.m. noting that a quorum was present.

Board Member Ayotte noted that since there is no Chair or Vice Chair present at this meeting, Rule 3.1 of the Tourism Board Rules states that a presiding officer will need to be selected by the Board.

Board Member Schoen motions to nominate Board Member Ayotte. Board Member Daniels seconded the motion and it passed with a 4-0 vote.

- A.2 Board Members Opening Comments.

Board Member Daniels introduces herself to the Board as the newest member. Looks forward to working with the Board to get people to stay in Cedar Park.

**WORK SESSION AGENDA
REVIEW OF APPLICATIONS
(DISCUSSION ONLY)**

B.1 Review 2019-2020 Proposed Advertising, Marketing, And Promotion Expenditures.

Saridon Stanton, Tourism Manager, presented to the Board the proposed Advertising and Marketing program for FY20 that includes sponsorships, print advertising, digital advertising, marketing services, and miscellaneous budget items (such as; training, dues & subscriptions, and HOT Fund applications). Saridon explained that she would like to change the print advertising schedule to mirror the digital advertising schedule to keep everything consistent. This would eliminate some of the print ads. Saridon would also recommend to reduce some of the visitor attribution services due to lack of ROI and duplication of services. Saridon went on to explain that the Marketing Services budget would remain the same, however we would only pay for what we use. She also updated the Board on consolidating the Cedar Park History website into the CedarParkFun.com's website, which would save on paying for two separate domains. She also went over user-generated apps such as Crowdriff and Visit Widget which she would recommend to keep in the budget. There is also a line item in the budget for a social media influencer or promoted posts. This line item may not be utilized for FY20, but would like to keep it in case there is a need for it as the year progresses. Saridon also went over the Research line item, which was increased from last year due to wanting to create a strategic plan for Tourism and possible re-brand.

Saridon also brought up to the Board that there is a line item included for H-E-B Center upgrades. This line item is purely informational as there is no additional details at this time. There was a recent change in the legislation for the use of Hotel Occupancy Tax and this line item is what that is in regards to. There will be more information forthcoming from the City at the next meeting to explain the legislation.

Board Member Ayotte asked if there would still be print ads run every month if there is a reduction in services. Saridon confirmed that ads would still run every month.

Board Member Ayotte asked what the savings was to Texas Monthly print advertising if changing the schedule. Saridon said that the savings would be between \$3-4,000.

Board Member Daniels asked what the return on investment (ROI) is for print advertising. Saridon explained that it is difficult to track print advertising and we can only rely on what the magazine's target audiences are as a benchmark. Tourism staff is working with the print advertisers to get a better idea on determining ROI.

Board Member Daniels asked what Crowdriff is. Saridon explained that this is a user generated, visual marketing platform that gives us rights to user generated photos, and to provide visual content to our website and across social media platforms. It also selects photos that have high ROI and user engagement that we could use for our marketing purposes.

B.2 Review And Discussion Of 2019-2020 Project Applications And Funding Requests, Including:

Saridon gave a quick overview of each application to the Board in preparation for the regular called meeting presentations.

1) Austin Spurs

A request for funding consideration has been submitted by the Austin Spurs for marketing and advertising for their full season in the amount of \$70,000. They had applied last year in the amount of \$62,500.

Board Member Ayotte asked why they are asking for more money this year. Saridon explained that they are asking for more because historically funds have been available and there was not a lot of competition for HOT funds in the past.

Board Member Ayotte asked what their attendance was? Board Member Daniels mentioned that their application shows about 2,400. Saridon explained that staff recommendation would be not to fund the full amount given the amount of applications Tourism has received this year.

Board Member Jacobson referred to the previous Board meeting where an ROI calculator was discussed to use for these HOT Fund Applications. Will that be used this year to consider in recommendations for funding. Saridon replied that this will be an item up for discussion in the regular called meeting and that staff recommends to remove this ROI calculator and revise the entire HOT funds application process for FY21. The ROI calculator was not giving accurate output. An item that will be put on the agenda for a later date, will be to go through what is required from the Board in order justify the funds being given.

2) Art Younify

Saridon Stanton gave a brief overview of this application. The event is called the Cedar Park Blossom Fest. They are looking at the tunnels behind the SpringHill Suites to do art murals. This event has now evolved into a multi-day event similar to the Pecan Street Festival in Austin, where there will be vendors, music, artists and installations. This is a new event with a lot of moving parts.

Board Member Ayotte asked if Art Younify is the event coordinating company. Saridon confirmed that ArtYounify would be the event coordinating company.

Board Member Schoen asked to clarify if this is a brand new event, never done before? Saridon confirmed that this is brand new event, so there is no benchmarks or other events to refer to when considering this application.

Board Member Ayotte asked if the PACE board is aware of this event. Saridon could not confirm if this event was brought to the PACE Board on an official agenda.

Board Member Daniels asked if the \$44,000 that they are asking for is for Advertising & Marketing. Saridon confirmed that it is for Advertising & Marketing and for some of the artisans.

Board Member Schoen asked how this would bring people from outside of the community since this is presented as a community event. Saridon explained that they are anticipating artists and vendors will be outside of the community and that's where the room nights will be generated from. Eventually, they are hoping it will be more of an attraction as the event grows.

Board Member Jacobson wanted to clarify that the primary source of "heads in beds" for this event would be from the artists and vendors that will come in. Saridon confirmed that is where the source will be from.

Board Member Ayotte asked if there are going to be doing any marketing outside of the Cedar Park area. Saridon explained that they will present at the regular called meeting and recommends that the Board ask all of these questions since this is a new event.

3) ReVisionEd, Inc.

Saridon gave a brief overview of this application. They expect 5,600 in attendance, the majority being international. This 3-day paid tournament. They are in talks with the H-E-B Center to secure a location. They are requesting \$45,000 to help with venue expenses.

Board Member Ayotte asked if they would mention anything about staying at our hotels for this event. Saridon mentioned that this would have to be part of their contract if their funding gets approved.

Board Member Schoen asked if this is a first time event? Saridon said that this is a first time event for Cedar Park, however they have done these events all over the world. Their most recent events have been in Atlanta, GA

4) Cedar Park Chamber of Commerce

A request for funding consideration has been submitted by the Cedar Park Chamber of Commerce for marketing and in the amount of \$15,000.

Board Member Daniels asked if the HOT Funds contract would specifically state that they have to use Cedar Park hotels.

Saridon confirmed that contract language would have to be standard language for all applicants.

5) Cheer America Championships, LLC

Saridon informed the Board that Cheer America has withdrawn their application for FY20. They still have a post event presentation at the regular called meeting.

Board Member Daniels asked why they pulled their application. Saridon explained their main contact has been out of the office and there has been some restructuring within their organization.

6) Rouse High School Athletic Booster Club

A request for funding consideration has been submitted by Volleypalooza for marketing and advertising for \$10,000.

No questions from the Board

- 7) Friends Of The Balcones Canyonlands National Wildlife Refuge
A request for funding consideration has been submitted by Balcones Songbird Festival for marketing and advertising in the amount of \$5,000. They will also be presenting their post event report at the regular called meeting as well.

Board Member Ayotte mentioned that it is so important that attendees for these events stay in Cedar Park Hotels. Some applicants don't reach out to the hotels.

Saridon mentioned that in changing the language in the application, guidelines and contract it will help solve that issue. The language in the contract is in need of an overhaul.

Board Member Daniels asked what the timeline would be to get new documents presented to the Board for review. Saridon explained that they can work on contract language as soon as possible.

Jennifer Morris, Tourism Assistant, also mentioned that staff can present their initial changes to the sub-committee in order to fast track the documentation.

Board Member Ayotte mentioned that a lot of these events are not really helping promote the city itself with the exception of the Chamber of Commerce event through businesses, members, hotels etc. She wanted to remind the Board to look at the applications as a whole and to make sure they are promoting Cedar Park. Board Member Daniels wanted to mention that you don't have to be a citizen of Cedar Park to be a chamber member, so there are a lot of hotels in the Lakeline area that are chamber members.

Board Member Jacobson asked if there is a way to put language in the HOT funds contracts once they are approved for funding to stay in Cedar Park hotels. Lauren Marfin, City Attorney explained that it is something that we can certainly negotiate with the applicants; it might be a little bit challenging because of the expectations on the application. Saridon explained that the contract language can be changed and ready by the time funding gets approved. It is a possibility that the sub-committee can work on contract language.

- 8) Haute Spot Venue
A request for funding consideration has been submitted by Haute Spot Venue for marketing and advertising in the amount of \$75,000. Haute Spot Venue is located off New Hope & 183 (next to the Hyatt Place). They are looking to do a summer concert series with some large names coming in for 2020. This group is a marketing company that is looking to promote Cedar Park.

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.)

C.1 Board Members Closing Comments.

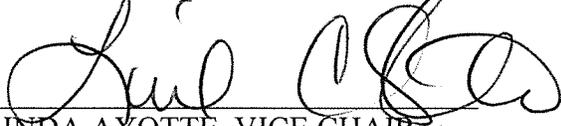
None

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, June 25, 2019 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

D.1 Adjournment.

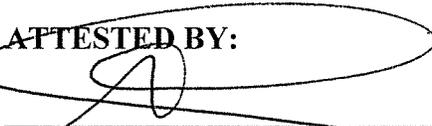
The meeting adjourned at 5:55 p.m.

PASSED AND APPROVED THE 23rd DAY OF JULY, 2019.



LINDA AYOTTE, VICE CHAIR

ATTESTED BY:



ANNE MILLER, SECRETARY