



## MINUTES

**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, JUNE 25, 2019 AT 6:30 PM  
*City Council Chambers, Building Four  
450 Cypress Creek Road, Cedar Park, Texas 78613***

### BOARD MEMBERS

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

### AGENDA

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

***Board Member Ayotte called the meeting to order at 6:30 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 Miller motions to nominate Board Member Linda Ayotte. Board Member Daniels seconded the motion and it passed with a 6-0 vote.***

- A.2 Board Members Opening Comments.  
***None***

- 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.)  
***None***

- A.4 Presentations:  
***None***

### STAFF REPORTS (DISCUSSION ONLY)

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

*Matthew Lee, Budget Manager presented the FY19 second quarter revenues, expenditures and fund balance report. The second quarter was from October 2018 – March 2019.*

*He began the presentation with a FY2019 budget overview showing the Gross Ending Balance as \$2.1 Million, less minimum reserve level of \$183,075, which leaves a new ending balance of \$1.9 Million. He went on to show the revenue and expenses for FY19. The increase in revenue in the FY19 budget was the anticipation of 4 new hotels that will be coming online. Then showed the Expenses broken out by category with Marketing & Advertising being the largest category. The 2<sup>nd</sup> quarter collections show that we are trending \$42K over same quarter last year, but \$12K below budget. Seeing overall growth from year to year, one reason for being under would be that they haven't seen the tax collections from some of the hotels.*

*Matthew then went on to discuss the year end projections. The projected collections are \$176K over last year's collections; however they are \$140K below budget. This is due to the fact that they anticipated 4 new hotels coming online for this year, but only one so far has opened and they don't anticipate the other 3 to be opening until next fiscal year. So, they had to revise the budget to no longer include those collections.*

*Matthew went over the 2<sup>nd</sup> quarter expenses by category are all on track to be on budget this year.*

*Matthew concluded the presentation with a FY19 Financial overview. FY18 actual gross ending balance was \$1.9M, they projected \$2.1M in the FY19 budget, however in light of new information on when hotels will be opening, they revised the projected FY19 budget to be just over \$2M.*

- B.2 Review Of FY'19 Second Quarter Hotel Occupancy Rates.

*Saridon Stanton, Tourism Manager, presented to the Board the occupancy rates from January – April 2019. Saridon explained that the occupancy rates have remained consistent over the past few years; however this quarter they have been lower due to the new addition of the Hyatt Place which lowered the average slightly. She went on to show an Occupancy outlook which included some expectations for higher occupancy rates from May through July due to various events in the City and summer travel in general.*

*Saridon then updated the Board on new hotels that are anticipated to be opening soon.*

*Saridon concluded the presentation with a staff plan of action which includes; reviewing previous, existing and planned marketing campaigns to identify changes or revisions, meet with stakeholders in the City to get input on needs and to partner and cross-promote, develop and grow events, identify new events and to attend tradeshow and marketing events to get our name out there.*

- B.3 Update on Proposed Revisions For FY2020-2021 HOT Funded Event And Project Applications And Process.

*Saridon Stanton, Tourism Manager, explained to the Board that Tourism staff would like to revise and overhaul the HOT fund application process and would like the Board's input on revisions that staff makes. Tourism staff would like to develop criteria and instructions to track room nights, develop and implement standards to determine ROI, change the frequency of applications, and increase application awareness. Saridon will keep the Board updated on changes as they are developed.*

*Board Member Allen asked how applicants are currently tracking room nights for their events. Saridon explained that there are multiple ways that applicants can track room nights and she can provide that list to the Board.*

*Board Member Jacobson asked what the name of the ROI calculator that Tourism had used previously. Saridon replied that it was through Destinations International.*

*Board Member Daniels asked if Tourism Staff reach out to hotels to check room nights. Saridon explained that applicants are required to do that.*

### **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 February 26, 2019 Regular Called Tourism Advisory Board Meeting.

*Board Member Schoen motioned to approve the Consent Agenda as presented. Board Member Miller seconded the motion and it passed with a 6-0 vote.*

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

- D.1 Consider Election Of Tourism Advisory Board Vice Chair.

*Board Member Miller motioned to elect Linda Ayotte as Vice Chair. Board Member Allen seconded the motion and it passed with a 6-0 vote.*

*City Attorney Lauren Marfin also explained per Tourism Advisory Board rules that the Board can appoint an acting Secretary for this meeting and then an election for the Secretary will be put on the agenda for the next meeting.*

*Vice Chair Ayotte motioned to appoint Anne Miller as acting Secretary for this meeting.*

- D.2 Consider Acceptance Of A Post-Event Report From The Austin Spurs For Advertising and Marketing In An Amount Not To Exceed \$62,500.

*The Austin Spurs submitted a post event report in the amount of \$62,500. Those funds were used for advertising and marketing of the Austin Spurs 2019 season. The Spurs showed examples of their marketing materials and what websites they advertised in. They*

*also mentioned staff housing and that they use the Cedar Park recreation center as a practice facility.*

*Board Member Daniels asked about the hotel room nights on the application. It says 600+ room nights. How did they determine that number.*

*Justin Wynter explained that it is an estimate, but per their slide it is a more accurate number. The number on the post event report is based off of their room block with Hyatt Place and is just the amount for referees and staff.*

*Board Member Miller moved to accept the Post-Event Report in the amount of \$62,500. Board Member Daniels seconded the motion and the motion passed 6-0*

- D.3 Consider Acceptance Of A Post-Event Report From The Cedar Park Chamber of Commerce For Advertising and Marketing In An Amount Not To Exceed \$15,000.

*Tony Moline with the Cedar Park Chamber of Commerce discussed their event, Cedar Fest, which was held in conjunction with the City's Heritage Festival. They were anticipating a large amount of people this year, but weather played a huge part in attendance. He reminded the Board that it was raining heavily that weekend and that the City's Heritage festival was cancelled. The Cedar Fest BBQ cook-off still occurred with pitmasters that came in from all over Texas and different states. They reported 118 known hotel room nights which was an increase from last year.*

*Board Member Daniels asked how many hotels in Cedar Park that they had room blocks in. Tony confirmed that they had one at SpringHill Suites and at LaQuinta and 9 were picked up.*

*Board Member Schoen asked about the 118 room nights reported on the post event report. Tony explained that those were all the other hotels that he listed in the presentation.*

*Tony also explained that he sends partner e-blasts listing the hotels to use and also puts the event on the Chamber website. One issue they have is that the hotels don't like to do a room block for a one night stay. They usually require a 2 night minimum for a room block. They do conduct a survey of all of their attendees to see what hotel they are staying at.*

*Board Member Jacobson asked to clarify how many hotels they had room blocks with. Tony confirmed it was 2 hotels.*

*Board Member Daniels moved to accept the Post-Event Report from the Cedar Park Chamber of Commerce in the amount of \$15,000. Board Member Allen seconded the motion and the motion passed 6-0.*

- D.4 Consider Acceptance Of A Post-Event Report From Cheer America Championships, LLC For Advertising and Marketing In An Amount Not To Exceed \$15,000.

*Bailey Atkins, Director of Accounts presented to the Board their post event report. They used the funding for marketing and advertising. They reported that they didn't have quite as much attendance this year than before, but it was still a good turnout. They focused on print media, social media, and used a travel agency for the program. They didn't get a*

*good turnout due to the date that the H-E-B Center had available, it backed up to another Cheer America event in Houston.*

*Board Member Miller asked when Cheer America preferred dates for this event are. Bailey replied that they prefer January, but weren't able to get that date at the H-E-B Center this year.*

*Board Member Allen asked how they promoted the room night stays in Cedar Park. Bailey replied that the Hyatt Place and SpringHill partnered with the travel agency to establish room blocks, but the other hotels in Cedar Park would not because they require a two-night minimum.*

*Director Ayotte asked how far in advance to you ask the H-E-B Center for the dates. Bailey replied that she has e-mailed the H-E-B Center for dates early on, but is not getting a response. Which is the reason they pulled the application for FY20 because they don't have a location yet.*

*Board Member Schoen moved to accept the Post-Event Report Cheer America in the amount of \$15,000. Board Member Miller seconded the motion and the motion passed 6-0.*

- D.5 Consider Acceptance Of A Post-Event Report From The Friends Of The Balcones Canyonlands National Wildlife Refuge For Advertising and Marketing In An Amount Not To Exceed \$4,730.

*Sharon Macut, Chair of the Balcones Songbird Festival. She went to explain that this is a 3-day event and they offer birding tours. The Post event report is for \$4,730 which was for advertising and marketing of the event. She showed the Board examples of the print ads in major Birding magazines which has a lot of subscribers and includes the ad on their website. Their organization does a registration survey when people register for the event. They found that the Best Western was the main hotel that the attendees booked, so she will focus on that hotel next year. This event drew in about 30 room nights.*

*Board Member Jacobson asked how they tracked the room nights. Sharon explained that as part of their registration for the birding tour, they have to fill out what hotel they are staying at.*

*Board Member Miller moved to accept the Post-Event Report for the The Friends Of The Balcones Canyonlands National Wildlife Refuge For Advertising and Marketing In An Amount Not To Exceed \$4,730. Board Member Daniels seconded the motion and the motion passed 6-0.*

## **APPLICANT PRESENTATIONS (DISCUSSION ONLY)**

- E.1 Consider Presentations of 2019-2020 Project Application And Funding Requests. Presentation To Not exceed 5 Minutes. Including:

- 1) Austin Spurs

*Justin Wynter and Perri Travillion of the Austin Spurs presented an increase in overnight stays and attendance level for the 2019-2020 season with a large*

*percentage fan base outside of Cedar Park which would increase room night stays. The Spurs are requesting \$70,000 in funding which would increase their digital advertising for the season. The Spurs were getting directives from the NBA to increase social media and digital and so that it why they are increased the funding amount from last year.*

2) Art Younify

*Daniel Cruz with Art Younify presented to the Board that they want to do a fine arts land remondel and do an annual festival for Cedar Park. They want to hold an event called "Blossom Festival" which will bring in artists to showcase their art as well as music and installations. They would like use the trails and tunnels by the Sculpture Garden and Recreation Center to create an art installation and festival all along the trail. They are requesting \$44,000 in advertising and marketing.*

*Board Member Ayotte asked what they wanted to do with the lights at the Sculpture Garden. Daniel replied that they would like to re-wire the lights to create light sensors for the light installation portion of the event. They would bring in a subcontractor to re-wire these lights. Board Member Ayotte asked if these outside contractors would be from Cedar Park. Daniel replied that they will be using all resources from Cedar Park, but the sub-contractor won't be from Cedar Park.*

*Board Member Jacobson asked if ArtYounify is located in Cedar Park. Daniel explained that the company is not from Cedar Park, but he partnered with Sara, a local Cedar Park resident to support this project. She will partner with ArtYounify and give her local connections to this project.*

*Board Member Allen asked if this event has been done in other cities. Daniel replied that he has done festivals in Austin and art shows on 6<sup>th</sup> street in Austin. He wants to be a facilitator of large events for artists.*

*Board Member Jacobson asked about the estimate of hotel room stays on the application. Daniel replied that they expect these people to stay since it is a 2 day event and they will market it as a large event. They expect the artists to stay as well as musicians, vendors, etc.*

*Board Member Daniels asked what kind of strategy they have to attract people to stay in Cedar Park. Daniel replied that it will be tied to their sponsorship list and they will work to coordinate a deal with the hotels to attract room night stays.*

*Board Member Jacobson asked about the amount of people expected and room nights listed on the application - where is that data coming from. Daniel replied that he is using his own data and strategy to come up with that number and basing his numbers off festivals in general.*

3) ReVisionEd, Inc.

*Elijah, with ReVisionEd Inc, presented the FY19-20 Robotics Festival application for advertising and marketing in an amount not to exceed \$45,000. They are asking for that amount to cover the cost of facilities rental. The Robotics Festival goal is to be a permanent fixture here in Cedar Park. They would like to propose a robotics*

*competition that will fill up the H-E-B Center and fill the hotels for a couple of days. The Robotics Festival is a major event that will draw international students. They have events all over the world. They have held robotics competitions all over the state including at NASA and at COTA. Eventually they would like to build a permanent Robotics hub in Cedar Park. This event will be the first step.*

- 4) Cedar Park Chamber of Commerce  
*Tony Moline, Cedar Park Chamber of Commerce, presented the FY19-20 Cedar Fest BBQ Cook-Off application for advertising and marketing in an amount not to exceed \$15,000. A new update which will help with hotel room stays for next year is that the Chamber became a sanctioned state certified event. Which means that it will be a big draw for competition cookers.*
- 5) Cheer America Championships, LLC  
*This application was withdrawn for FY19-20*
- 6) Rouse High School Athletic Booster Club  
*Vanessa Carter, Rouse High School Booster Club, presented the FY19-20 Volleypalooza application in an amount not to exceed \$10,000. This event has grown from 28 teams to 68 teams. 52 teams are outside of Cedar Park area and will have to stay in Cedar Park. They usually utilize 600 room nights over this event (this is not including the parents, other staff that could also be staying overnight). The funding will be used for officials, media guides, and awards.*

*Board Member Daniels asked how many room nights did the event generate last year and how many are blocked this year?*

*Vanessa did not have that information, but will provide that to the Board in time for the next meeting.*

*Board Member Ayotte asked if this is a fundraiser for the booster club. Vanessa replied that it is not a fundraiser and it pays for staff officials, and tournament fees.*

- 7) Friends Of The Balcones Canyonlands National Wildlife Refuge  
*Sharon Macut, Chair of the Balcones Songbird Festival, presented the FY19-20 Balcones Songbird Festival application for advertising and marketing in an amount not to exceed \$5,000. She went on to explain how birders spend a lot of money on equipment and birding events and that attending a birding event is something that birders have on their bucket list. The attendees also turn this event into a vacation, so they will book the tour and then go on a vacation in Cedar Park/Austin. The event also draws economic activity and they have to utilize Cedar Park hotels because there are no hotels in Lago Vista where the Balcones Refuge is located.*
- 8) Haute Spot Venue  
*Jeff Haynes, CEO of Haute Companies, presented the FY19-20 Haute Spot Venue application for advertising and marketing in an amount not to exceed \$75,000. They are asking the Board for funding in order to pay for big name concerts, family friendly concerts, and local shows at their venue to attract people to stay in Cedar Park.*

*Board Member Daniels asked how many people can it hold for a concert. Liz with Haute Spot replied that they can hold about 2,500 for a standing room only concert,*

*but right now with seating, etc, they would estimate about 1,000-1,200. They will also try to do ACL type events and festivals in the future.*

*Board Member Allen asked how they will be promoting room nights in Cedar Park. Liz with Haute Spot explained that they want to work with hotels to do a stay and play package, also social media, digital, and print advertising. There are no room blocks yet, since their venue is so new, but they are finding ways to track room nights.*

*Board Member Schoen asked if they have event venues in other towns. Jeff replied that they are a global marketing agency that puts on events for other venues. This is their first owned event space. They plan to do audience acquisition and have an annual event and conferences to draw people to stay. Especially get people from out of state. They are also adding a zip code field in their online ticket sales so that they can acquire where people are coming from.*

#### **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.)*

F.1 Board Members Closing Comments.

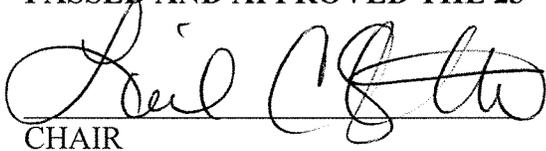
*No closing comments*

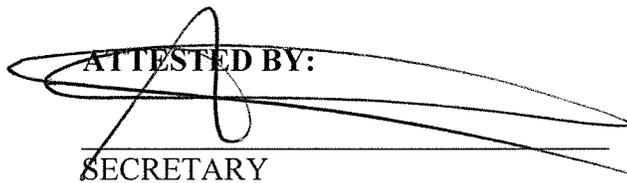
**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, July 23, 2019 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

G.1. Adjournment.

*The meeting adjourned at 7:45 p.m.*

**PASSED AND APPROVED THE 23<sup>rd</sup> DAY OF JULY, 2019.**

  
CHAIR

**ATTESTED BY:**  
  
SECRETARY