



**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, FEBRUARY 26, 2019 AT 6:30 PM  
City Council Chambers, Building Four  
450 Cypress Creek Road, Cedar Park, Texas 78613**

**BOARD MEMBERS**

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

**MINUTES**

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.  
**Vice Chair Joe Greco called the meeting to order at 6:36 pm. A quorum of 4 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 FY'19 First Quarter 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 2018 Q4 Hotel Occupancy rates. We started to see a dip in hotel occupancy rates end of summer into September.**

**The hotel occupancy rates from October-December saw a decrease in stays overall. April advised the decline can be attributed to the opening of the Hyatt Place. Similar patterns can be find when a new hotel opens in a market place.**

**April provided opportunities for growth including continuing to support opening night of the Texas Stars, Austin Spurs. Promoting events like the Taste of Cedar Park, Heritage Tree lighting and the North Pole Flyer. April wrapped up by stating the biggest learning is having sustainable events and conferences when a new hotel comes online.**

- B.2 Review Of FY'19 First Quarter Marketing, Advertising, And Tourism Promotions. (April Bear, Tourism Manager)  
**Vice Chair Joe Greco recognized Tourism Manager, April Bear for a report on Marketing Advertising.**

**April provided a report on advertising, marketing that occurred in the First Quarter of FY2019. April provided a recap of digital and media ad placements. She discussed two native content that is new to the advertising plan. One of the native content was promoted through native display. She then discussed social media promotions and information on followers. Website statistics saw a increase from years prior. This can be due to the type of ad we are running this year and improvement to SEO/SEM. She then went over the SEO and SEM campaign.**

## **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 January 22, 2019 Regular Called Tourism Advisory Board Meeting.

**David Jacobson moved to approve the Consent Agenda, Anne Miller second the motion. The Board approved the motion with an affirmative vote of 4-0.**

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

- D.1 Consider The Revisions For FY 2020 HOT Funded Event And Project Applications.  
**April presented the Board with a revised and reformatted application packet. She reminded the Board to consider any revisions which will be determined at a later Board Meeting. David Jacobson requested that the ROI calculator be performed on each application prior to funding. April agreed that those numbers could be shared with the Board at a Budget Workshop and with the applicant.**

## **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.

**Vice Chair Joe Greco announced his resignation to the Tourism Advisory Board.**

**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, March 26, 2019 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

F.1. Adjournment.

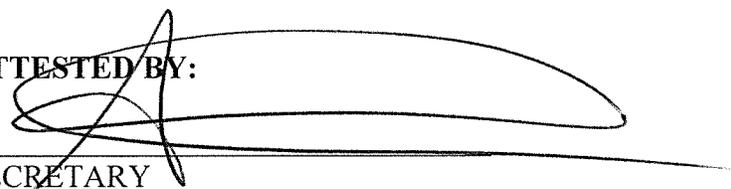
**The meeting was adjourned by Vice Chair Joe Greco at 7:02pm.**

**PASSED AND APPROVED THE 25th DAY OF JUNE, 2019.**



CHAIR

**ATTESTED BY:**



SECRETARY