



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JULY 23, 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, Vice Chair |

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Vice Chair Ayotte called the meeting to order at 6:30p.m. noting a quorum was present.
- 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

STAFF REPORTS (DISCUSSION ONLY)

- B.1 Review Of Funding for H-E-B Center Maintenance Expenditures.
(Daron Butler, Managing Director)

Daron Butler, Managing Director, explained that due to contractual obligations, the City pays a portion of capital improvements for the H-E-B Center. The contract is split to where 2/3 portion is the H-E-B Center and 1/3 portion is the City's obligation. There was a very urgent need to fix seating at the H-E-B Center. The City recognized this need and went to legislation and a bill has been passed to use hotel occupancy tax funds for this need.

Board Member Jacobson asked what the amount would be for this capital improvement project. Daron Butler replied that the amount is not confirmed, but he believes it will be \$300,000.

Board Member Daniels asked what percentage of seating is needed to be fixed. Daron Butler replied that it is about 10% of the seating.

No further questions or discussion from the Board.

- B.2 Overview Of The Tourism Advisory Board's Role And Authority, Including Open Government Requirements, Conflicts Of Interest, Rules Of Procedure, And The Use Of Hotel Occupancy Tax Funds.
(Lauren Marfin, Assistant City Attorney)

Lauren Marfin, Assistant City Attorney, gave a brief overview to the Board about their role and authority. The Board's role is advisory and City Council makes the ultimate decision on items. Lauren also went over the use of Hotel Occupancy Tax. The first category when considering use of HOT funds is if it will bring necessary occupancy to hotels, or "heads in beds" and the second thing to consider is the list of expenditure categories. Lauren also went over the Texas Public Information Act, the Texas Open Meetings Act, quorum rules, conflict of interest provisions and rules of procedures.

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 June 25, 2019 Tourism Advisory Board Special Called Budget Workshop Session.
- C.2 Approval Of The Minutes From The June 25, 2019 Regular Called Tourism Advisory Board Meeting.

Board Member Daniels had a change to the minutes on item C.2. Noting that on item A.1 of the June 25, 2019 regular called meeting, it should be changed to Board Member Miller who motioned and Board Member Daniels who seconded the motion.

Board Member Jacobson motioned to approve the Consent Agenda with that correction. Board Member Daniels 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 Chair.
This item has been withdrawn from the agenda citing that an election for Tourism Advisory Board Chair, along with all other officer positions will be held at the next regular called Tourism Advisory Board Meeting.

- D.2 Consider Election Of Tourism Advisory Board Secretary.
Vice Chair Ayotte nominates Anne Miller as Secretary. Board Member Jacobson motioned to elect Anne Miller as secretary. Board Member Allen seconded the motion and it passed with a 6-0 vote.
- D.3 Consider Approval Of HOT Funds Application From The Austin Spurs In An Amount Not To Exceed \$62,500.
Saridon Stanton, Tourism Manager, provided a recap of the application to the Board. Due to the amount of HOT Funds applications received, staff recommends that the Board not exceed \$62,500 instead of the requested amount of \$75,000 that was in their application.
Board Member Daniels motioned to approve the HOT Funds Application From The Austin Spurs in the amount of \$62,500. Board Member Miller seconded the motion and it passed with a 6-0 vote.
- D.4 Consider Approval of HOT Funds Application From Art Younify In An Amount Not To Exceed \$44,000.
Board Member Daniels recused herself from all discussion on agenda item D.4.
Saridon Stanton, Tourism Manager, provided a recap of the application to the Board. Since this is a first time event and there were a lot of questions on how this would increase Hotel Occupancy, staff recommends not funding this application.
Board Member Jacobson motioned to deny the HOT Funds Application from Art Younify. Board Member Allen seconded the motion and it passed with a 5-0 vote.
- D.5 Consider Approval of HOT Funds Application From ReVisionEd, Inc. In An Amount Not To Exceed \$45,000.
Saridon Stanton, Tourism Manager, provided a recap of the application to the Board. This is the Roboters Festival, which would be a multi-day event bringing in international travel and mid-week hotel occupancy. This event has been held in different cities before with much success. Staff recommends the Board fund this application in the amount requested.
Board Member Schoen motioned to approve the HOT Funds Application from ReVisionEd, Inc. in the amount of \$45,000. Board Member Jacobson seconded the motion and it passed with a 6-0 vote.
- D.6 Consider Approval of HOT Funds Application From The Cedar Park Chamber of Commerce In An Amount Not To Exceed \$15,000.
Saridon Stanton, Tourism Manager, provided a recap of the application to the Board. The Cedar Fest BBQ Cook-Off is now a Kansas City BBQ sanctioned event, which is a major draw for competitive cooks outside the area. Staff recommends the Board fund the amount requested.
Board Member Jacobson motioned to approve the HOT Funds Application from the Cedar Park Chamber of Commerce in the amount of \$15,000. Board Member Daniels seconded the motion and it passed with a 6-0 vote.

- D.7 Consider Approval of HOT Funds Application From Rouse High School Athletic Booster Club In An Amount Not To Exceed \$10,000.
Saridon Stanton, Tourism Manager, provided a recap of the application to the Board. This event is a multi-day tournament that brings a large amount of hotel occupancy to Cedar Park. Staff recommends the Board fund the amount requested.
- Board Member Daniels motions to approve the HOT Funds Application from Rouse High School Athletic Booster Club in the amount of \$10,000. Board Member Allen seconded the motion and it passed with a 6-0 vote.***
- D.8 Consider Approval of HOT Funds Application From The Friends Of The Balcones Canyonlands National Wildlife Refuge In An Amount Not To Exceed \$5,000.
Saridon Stanton, Tourism Manager, provided a recap of the application to the Board. This event is a multi-day event which seems to grow each year. The event also shows good hotel occupancy reporting as well. Staff recommends the Board fund the amount requested.
- Board Member Allen motions to approve the HOT Funds Application for The Friends of the Balcones Canyonlands National Wildlife Refuge in the amount of \$5,000. Board Member Jacobson seconded the motion and it passed with a 6-0 vote.***
- D.9 Consider Approval of HOT Funds Application From Haute Rock Entertainment In An Amount Not To Exceed \$75,000.
Saridon Stanton, Tourism Manager, provided a recap of the application to the Board. This is a first year applicant and Haute Rock Entertainment is an events marketing firm that has had success on an international platform. They have secured several large acts already and are scheduled to reveal more big name concerts soon, which will attract visitors from outside of Cedar Park. Staff recommends funding, but it is up for Board discussion to determine the amount.
- Board Member Miller motioned to fund \$75,000, however Board Member Jacobson did not want to fund the full amount since the Austin Spurs application was approved at \$62,500.***
- Board Member Allen thought that this application would only bring locals to their events and it wouldn't get many hotel room stays. She feels that \$50,000 would be a good starting point and then they can determine in their Post Event Reporting if it was a good generator of hotel room nights.***
- Board Member Jacobson motions to approve the HOT Funds Application from Haute Rock Entertainment in the amount of \$50,000. Board Member Daniels seconded the motion and it passed with a 6-0 vote.***
- D.10 Consider A Tourism Advisory Board Budget Recommendation For Fiscal Year 2019-2020 As Presented. (Chad Tustison, Assistant Director of Finance)
Chad Tustison, Assistant Director of Finance, went over the FY20 proposed budget overview and broke down the expenses by category which included; Marketing & Advertising, Event Marketing (which will be adjusted based on the HOT Funds application funding that was determined at this meeting), Support and Development Services, and Other Expenses (such as; public arts and the H-E-B Center Facility

funding). Finance to provide the Board with a year-end update in December. The next step in this budget process is to take whatever feedback the Board has and present to City Council at their budget workshop next week.

Board Member Daniels asked about the public arts budget line item. What does it mean? Chad replied that the public arts line item is a fund to support art projects and/or to beautify areas with art. It is overseen by the PACE Board. Board Member Daniels asked what happens to the funds if they are not used. Chad replied that any unused funds go into a fund balance that will go towards future projects.

Board Member Schoen motioned to approve the Tourism Advisory Board Budget Recommendation For Fiscal Year 2019-2020 as presented. Board Member Allen seconded the motion and it passed with a 6-0 vote.

ADMINISTRATIVE ITEMS

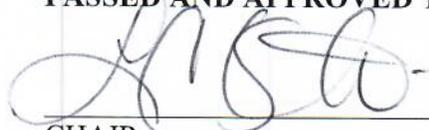
(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action. The Board may use Closing Comments to request future agenda items.)

F.1 Board Members Closing Comments.
No closing comments

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, August 27, 2019 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

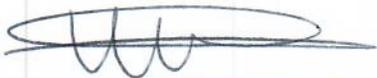
G.1. Adjournment.
The meeting adjourned at 7:15 p.m.

PASSED AND APPROVED THE 22nd DAY OF OCTOBER, 2019.



CHAIR

ATTESTED BY:



SECRETARY