



MINUTES

REGULAR CALLED MEETING OF THE TOURISM ADVISORY BOARD

Tuesday, October 22, 2019 at 6:30 p.m.

City Council Chambers

450 Cypress Creek Road, Building Four

Cedar Park, Texas 78613

BOARD OF DIRECTORS

- | | |
|---|---|
| <input checked="" type="checkbox"/> Robert Schoen, Place 1 | <input type="checkbox"/> Matthew Olguin, Place 7, Chair |
| <input type="checkbox"/> Anne Miller, Place 2 | <input checked="" type="checkbox"/> Malin Daniels, Place 4 |
| <input checked="" type="checkbox"/> David Jacobson, Place 3 | <input checked="" type="checkbox"/> Sean Christopher, Place 5 |
| | <input checked="" type="checkbox"/> Linda Ayotte, Place 6, 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 Citizen Communications. (Regarding items not listed on this agenda. Three Minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)
None
- A.3 Preliminary Public Comment. (Regarding items listed on this agenda. Pursuant to Government Code, Section 551.007, the public may address the Tourism Advisory Board before or during the Board's consideration of the item, subject to the Board's Rules of Procedure.)
None
- A.4 Board Members' Opening Comments.
Vice Chair Ayotte welcomed new Tourism Advisory Board Member, Sean Christopher, to the meeting.

STAFF REPORTS
(DISCUSSION ONLY)

- B.1 Review of FY19 Third Quarter Hotel Occupancy Rates. (Saridon Stanton, Tourism Manager)
Saridon Stanton, Tourism Manager, went over the FY19 3rd Quarter Occupancy Rates. She explained to the board that the rates remained consistent over the past years. There was a drop in occupancy rates due to the Hyatt Place opening, but is expecting to see the Hotel Occupancy Rates rise in the October report once it is received. Looking towards the next few months there should be an uptick in occupancy rates due to Texas Stars and Austin Spurs season starting in October, Thanksgiving and Holiday travel. Saridon updated the board on new hotels that are coming online in 2020 and also went over what the Tourism Dept. is doing to increase occupancy (such as; growing existing events, identifying new event/group opportunities, direct outreach to hotels for room blocks and marketing materials for meeting planners).
- B.2 Update On Tourism Department Initiatives. (Saridon Stanton, Tourism Manager)
Saridon Stanton, Tourism Manager, presented to the Board an overview of what the Tourism Dept. is working on such as the HOT Funds Application process and revisions, website SEO, digital marketing, print advertising, visitor's guide, updating video, and developing meeting planner and sports planner guides.

Board Member Daniels asked when a draft of the revised HOT Funds forms. Saridon mentioned that she would like to have a draft available by the end of November and if possible have the Board review the forms before their regular called meeting so that the Tourism Dept. can address any changes or questions on the forms.

Board Member Daniels asked about digital advertising for the holidays since it is a slow time for hotels. Saridon will provide examples of digital advertising that will go out in November-December. The ads focus on holiday events and staying in Cedar Park during the holiday months.

CONSENT AGENDA

(Pursuant To Tourism Advisory Board Rules, the Consent Agenda consists of all items set forth on Agenda Item C.1. The Consent Agenda May Be Approved By A Single Motion.)

- C.1 Approval Of The Minutes Of The July 23, 2019 Regular Called Meeting.
Board Member Daniels motioned to approve the Consent Agenda. Board Member Jacobson seconded the motion and it passed with a 5-0 vote.

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

- D.1 Consider Election Of Tourism Advisory Board Officers, Including Chair, Vice Chair, and Secretary.
Lauren Marfin, City Attorney, explained that Matthew Olguin's term as Tourism Board Chair has expired, so he can't be re-appointed in that position, but the other positions are open and any one is eligible.

Board Member Daniels motioned for Linda Ayotte to be nominated as Chair. Board Member Schoen seconded the motion and it passed with a 5-0 vote.

TAB Chair Ayotte motioned for Robert Schoen to be nominated as Vice Chair. Board Member Jacobson seconded the motion and it passed with a 5-0 vote.

TAB Chair Ayotte motioned for Malin Daniels to be nominated as Secretary. Board Member Jacobson seconded the motion and it passed with a 5-0 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.)

F.1 Board Member Closing Comments.

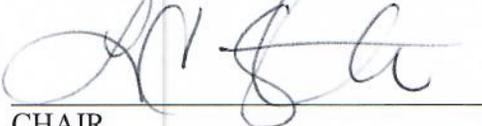
Board Member Daniels would like to add an item on the next agenda - to discuss funding for the Williamson County Symphony. Chair Ayotte would also like to add an item on the next agenda – to discuss having a New Year's Eve event in Cedar Park.

Next Regular Scheduled Board Meeting **Tuesday, November 26, 2019 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

G.1 Adjournment.

Meeting adjourned at 6.46 P.M.

PASSED AND APPROVED THE 26th DAY OF NOVEMBER, 2019.


CHAIR

ATTESTED BY:


SECRETARY