



MINUTES

REGULAR CALLED MEETING OF THE TOURISM ADVISORY BOARD

Tuesday, November 26, 2019 at 6:30 p.m.

City Council Chambers

450 Cypress Creek Road, Building Four

Cedar Park, Texas 78613

BOARD OF DIRECTORS

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| <input checked="" type="checkbox"/> Linda Ayotte, Place 6, Chair | |
| <input checked="" type="checkbox"/> Robert Schoen, Place 1, Vice-Chair | <input checked="" type="checkbox"/> Malin Daniels, Place 4, Secretary |
| <input checked="" type="checkbox"/> Anne Miller, Place 2 | <input checked="" type="checkbox"/> Sean Christopher, Place 5 |
| <input type="checkbox"/> David Jacobson, Place 3 | <input checked="" type="checkbox"/> Matthew Olguin, Place 7 |

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Board 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.
Board Member Daniels wished everybody a Happy Thanksgiving. Board Chair Ayotte also wanted to remind the Board of the Boards & Commissions Reception on December 4.

STAFF REPORTS
(DISCUSSION ONLY)

- B.1 Review First Draft Revisions To The Hotel Occupancy Tax Guidelines And Application.
(Saridon Stanton, Tourism Manager)
Saridon Stanton, Tourism Manager reminded the Board that they requested some changes to the HOT Funds Grant Applications and Guidelines and that this is the first draft of those changes. This item is only up for discussion so that the Board can review the revisions and provide their feedback to staff at a later date.
- Saridon concluded the presentation by asking the Board to review the documents and proposed changes and to provide any input or changes by January 1. Saridon will also reach out to some former applicants to get their feedback. After this process, she will provide an update to the Board with a second draft.*
- B.2 Provide Overview Of Short Term Rental Tax Collection Process.
(Saridon Stanton, Tourism Manager)
Saridon shared with the Board the code of ordinance for Short Term Rentals and provided the Board with how that process works. Tourism staff would like to meet with City Management about collecting Occupancy Taxes on short term rental properties moving forward and will provide an update to the Board.

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 October 22, 2019 Regular Called Meeting.
Board Member Daniels motioned to approve the Consent Agenda. Board Member Schoen seconded the motion and it passed with a 6-0 vote.

REGULAR AGENDA

DISCUSSION AND POSSIBLE ACTION

- D.1 Discuss Future Funding Opportunities For Williamson County Symphony Orchestra.
(Malin Daniels, Place 4, Secretary)
Board Member Daniels explained that the Williamson County Symphony usually does about 3-4 concerts a year in our City and also throughout Williamson County. Currently, the City of Georgetown and Round Rock sponsor the orchestra. She would like to see Cedar Park possibly sponsor them as well as the arts drive tourism, it could also tie in to a potential NYE event that Board Member Ayotte will be discussing in the agenda as well.
- D.2 Discuss Growth Opportunities For Greater Austin Comic Con.
(Malin Daniels, Place 4, Secretary)
Board Member Daniels explained that the Greater Austin Comic Con has been at the HEB Center for the past 2 years. The event usually sells out most of the hotels. Next year (2020) they are looking to grow and possibly rent out Haute Spot Venue for additional events.

Board Member Daniels would like to make sure we keep this event in Cedar Park as it's the only large comic book convention in the area. She would like Tourism to reach out and possibly offer HOT Funds if needed in order to grow the event.

- D.3 Discuss Action Needed To Create Possible Cedar Park New Year's Eve Event.
(Linda Ayotte, Place 6, Chair)

Board Chair Ayotte explained that there is no real New Year's Eve event in Cedar Park or in Williamson County and she believes it will be a good draw for Tourism if the City begins the process of putting on a NYE event.

Saridon Stanton, Tourism Manager, suggests that staff will go out and identify one person or one business that wants to champion that. Then, staff would provide assistance through permitting or marketing, then go from there.

- D.4 Discussion And Selection Of Tourism Advisory Board Members To Attend City Council Meeting On December 5, 2019.

(Saridon Stanton, Tourism Manager)

Saridon asked the Board for any Board members to attend the City Council meeting on December 5. Saridon would like to have a Tourism Board Member in attendance in case Council decides to discuss any items from the agenda that is Tourism related to explain any Board recommendations.

Board Chair Ayotte motioned to nominate Board member Daniels. Board Member Miller 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.)

- F.1 Board Member Closing Comments.

Special Joint Council And Tourism Advisory Board Meeting **Wednesday, December 11, 2019 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

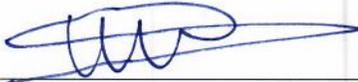
- G.1 Adjournment.

Meeting adjourned at 7:05 PM.

PASSED AND APPROVED THE 28th DAY OF JANUARY 2020.


CHAIR

ATTESTED BY:



SECRETARY