



MINUTES

REGULAR CALLED MEETING OF THE TOURISM ADVISORY BOARD

Tuesday, January 28, 2020 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"/> 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 checked="" 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 shared that Community Impact Newspaper did an article about the Hotel Occupancy Tax (HOT) funds.

STAFF REPORTS
(DISCUSSION ONLY)

- B.1 Review Of FY'20 First Quarter Revenues, Expenditures And Fund Balance Report.
(Matthew Lee, Finance Manager)
Matthew Lee, Finance Manager presented to the Board the first quarter report for fiscal year 2020, which is from October through December 2019. He provided an FY19 year-end overview as well. He then went on to go over the FY2020 budget overview, revenue and expenses comparison, FY2020 first quarter HOT collections, and expenses by category.
- B.2 Review Of FY'19 Fourth Quarter Hotel Occupancy Rates.
(Saridon Stanton, Tourism Manager)
Saridon Stanton, Tourism Manager, reviewed the hotel occupancy rates for the fourth quarter of FY'19 and explained that they looked pretty consistent from last year with a small increase. She then went over the occupancy outlook for FY 2020 and hopes for an increase in hotel occupancy with some events that are happening within the City that contribute to hotel room nights. Saridon also went over the new hotels that are opening in 2020 and hopes to have a hotelier meeting with the newcomers.
- B.3 Discuss Next Step Revisions To The Hotel Occupancy Tax Guidelines And Application.
(Saridon Stanton, Tourism Manager)
Saridon Stanton, Tourism Manager, updated the Board on the HOT Funds revisions process. She has taken the Board input and is now waiting on former applicants input, to create another draft to present to the Board at a later date.
- B.4 Provide Update Of Short Term Rental Tax Collection Process.
(Saridon Stanton, Tourism Manager)
Saridon Stanton, Tourism Manager, updated the Board on the status of collecting sales tax on short term rentals. This information was provided to City Management and presented to City Council at their council retreat. City Council would like to move forward in having AirBNB collect the tax for the City, which was an option that was presented. Saridon has contacted AirBNB with our City Ordinance and documentation for them to review and see if they would be a good fit in collecting the tax. She is also checking with different cities and getting their feedback on what ways they have collected this tax and how their experience has been.

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 November 26, 2019 Regular Called Meeting.
Board Member Daniels motioned to approve the Consent Agenda. Board Member Jacobson seconded the motion and it passed with a 7-0 vote.

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

- D.1 Consider Presentation from Greater Williamson County YMCA For Potential Convention Center.
Jeff Andreson, CEO of Greater Williamson County YMCA, presented to the Board the idea to have a convention center space. He gave the Board an overview of Twin Lakes Park and the YMCA, their camps, and their off season events. They have recently purchased 1.3 acres adjacent to Twin Lakes Park. They also have another piece of land which was not very accessible in the past, but a pedestrian bridge that is being built, will make the land more accessible. In addition, there are 22 acres (land locked) owned by TXDOT adjacent to the park. Together, the county & YMCA have asked TXDOT to consider annexing that into the park. The idea would be to build and expand the YMCA and park properties to have an urban style adventure park along with a retreat center/convention space. They want to create a high-end, lodge like setting, for people to come and visit. He is asking if the City or the TAB would be interested in discussing ways that they can work together to develop this concept.
- D.2 Consider Presentation from Greater Austin Comic Con for 2019-2020 Project Application And Funding Request In An Amount Not To Exceed \$93,500.00. Presentation Not To Exceed 5 Minutes.
Vo Nguyen, Brian Fletcher and Mauricio Antunez from Greater Austin Comic Con presented to the Board the their application for HOT funds. They explained the benefits of having a Comic Con in Cedar Park, mentioned that San Diego Comic Con is such a huge event that brings hotel room stays to the city and they think the Greater Austin Comic Con can grow and bring a lot of people from out of town and out of state. This event is unique because it is on Father's Day weekend, which makes it family-friendly. They also have celebrities and artists that people would travel to see, interactive experiences, an expo hall with over 200 unique exhibitors and artists, live music, a car show and hundreds of cosplayers dressed up as favorite pop culture characters. They also went over attendance numbers and showed the board that attendance has increased year-over-year and increased hotel room stays in Cedar Park. They would like to receive HOT Funds to offset the cost of the event (such as registration of convention delegates, advertising, and promotion of the arts).
- Board Chair Ayotte motioned to reconvene at the next regularly scheduled Tourism Advisory Board meeting to decide on the application for Greater Austin Comic Con. Board Member Schoen seconded the motion and it passed with a 7-0 vote.*
- D.3 Discuss Action Needed To Create Possible Cedar Park New Year's Eve Event.
(Linda Ayotte, Place 6, Chair; Malin Daniels, Place 4, Secretary)
Board Chair Ayotte explained that some City Council members are excited about the idea. Saridon Stanton, Tourism Manager, mentioned that she has reached out to various businesses about this idea and it will take a coordinated effort to make it happen. Some businesses are already doing an NYE event as well and the Tourism department made a push this year to promote it more on social media.

Board Chair Ayotte was thinking that NYE could be spread out across the various businesses. She would like a fireworks display, bands or something to bring people together. Saridon explained that the City was looking to cutting back or consolidating some events, so we don't want to add something else, when the staffing or funding is not feasible.

No other discussion from the Board.

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.

Next Regular Scheduled Tourism Advisory Board Meeting: **Tuesday, February 25, 2020 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

G.1 Adjournment.

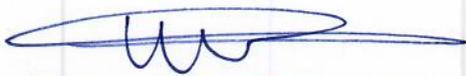
Meeting adjourned at 7:40 PM.

PASSED AND APPROVED THE 25th DAY OF FEBRUARY 2020.



CHAIR

ATTESTED BY:



SECRETARY