



AMENDED AGENDA
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JUNE 26, 2012 AT 6:30 PM
City Council Chambers, Building 4,
450 Cypress Creek Road, Cedar Park, Texas 78613

BOARD MEMBERS

- | | |
|--|--|
| <input type="checkbox"/> Mel Kirkland, Place Seven, Chair | |
| <input type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input type="checkbox"/> Patricia Yore, Place Three, Secretary | <input type="checkbox"/> Elijah May, Place Six |
| <input type="checkbox"/> Wayne Brooks, Place Four | <input type="checkbox"/> Robert Schoen, Place One |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
- 2) **Board Members Opening Comments.**
- 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.)
- 4) **Approval Of Minutes Of The Tourism Board Meetings.**
 - a) May 22, 2012 Regular Called Meeting.
 - b) June 13, 2012 Special Called Meeting
- 5) **Consider Update On 2012 – 2013 Revenues, Expenditures And Fund Balance (Aaron Rector, Budget Manager)**
- 6) **2012 - 2013 – HOT Projects And Programs**
 - a) Consider Project Funding Applications for Budget year 2012 – 2013
 - i) Leander Independent School District (LISD) Volleyball Tournament In The Amount of \$10,000
 - ii) Austin Steam Train Association In The Amount of \$25,000
 - iii) Cedar Park Center In The Amount of \$ 3,000
 - iv) Cedar Park Heritage Society In The Amount of \$ 1,700
 - v) Provide Assistance In Support Of An Application To Host The University Interscholastic League (UIL) / LISD State Wrestling Championship At Cedar Park Center
 - b) Consider Program Funding Requests
 - i) Marketing And Promotion Services In The Amount of \$36,960
 - ii) Marketing Maintenance Services In The Amount of \$1,740
 - iii) Advertising Placement and Schedule In The Amount of \$68,031

- 7) **Discussion And Possible Action**
 - a) Consider Recommendation to City Council On Fiscal Year 2012–2013 Proposed Budget (**Amended**)
- 8) **Update On Marketing And Advertising – Katie Krampitz, Tourism Services Manager**
 - a) Update On June Events And Activities
 - i) Figure Skating Competition
 - ii) Marketing Study Update
 - b) July Events Update.
 - c) Past and Future Marketing Efforts
- 9) **Excuse Absences from Tourism Board Meeting**
 - a) May 22, 2012 - Robert Schoen
 - b) June 13, 2012 - Mel Kirkland, Rick McLaughlin, and Elijah May
- 10) **Staff Closing Comments.**
- 11) **Board Members Closing Comments.**

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, July 24, 2012 at 6:30 P.M. at the City Hall Council Chambers, 450 Cypress Creek Road, Building 4.

12) Adjournment.

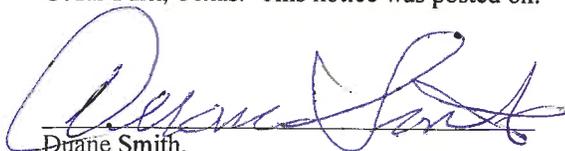
The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Regular Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building 4, Cedar Park, Texas. This notice was posted on:


 Duane Smith,
 Tourism & Community Development Manager

 Date Stamped (Month, Day, Year, AM/PM, Time)

JUN 22 '12 PM 2:33

The Cedar Park City Hall Complex Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
 Date Stamped (Month, Day, Year, AM/PM, Time)