



**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, APRIL 23, 2013 AT 6:30 PM  
City Council Chambers, Building Four,  
450 Cypress Creek Road, Cedar Park, Texas 78613**

**BOARD MEMBERS**

- Mel Kirkland, Place Seven, Chair
- Robert Schoen, Place One, Secretary       Wayne Brooks, Place Four
- Matthew Olguin, Place Two, Vice Chair       Rick McLaughlin, Place Five
- Dustin Weibel, Place Three       Vacant, Place Six

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) March 26, 2013 Regular Called Meeting.

5) **Presentation (None)**

6) **Consider Financial Report – (None)**

7) **Discussion And Possible Action**

a) Consider Request From Leander ISD Athletic Department For Allocation Of Hotel Occupancy Tax In Support Of A Proposal To Host The University Interscholastic League (UIL) State Wrestling Championships.

8) **Update On Marketing And Advertising – Katie Krampitz, Tourism Services Manager**

- a) Update On Circuit Of The Americas (COTA) Marketing Efforts
- b) April Events And Activities.
- c) Update On New Promotional Opportunities.
- d) Update On 2012-2013 Marketing Activities.

9) **Excuse Absences From Tourism Board Meeting**

a) Wayne Brooks From March 26, 2013 meeting.

10) **Staff Closing Comments**

11) Board Members Closing Comments

12) Request For Future Agenda Items

**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, May 28, 2013 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

13) 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 Four, Cedar Park, Texas. This notice was posted on:

APR 19 '13 PM 2:41



Duane Smith,  
Tourism & Community Development Manager

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

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)