



**MINUTES**  
**REGULAR CALLED MEETING**  
**TOURISM ADVISORY BOARD**  
**TUESDAY, AUGUST 27, 2013 AT 6:30 PM**

*City Council Chambers, Building Four, 450 Cypress Creek Road, Cedar Park, Texas 78613*

**BOARD MEMBERS**

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

- 1) **CALL TO ORDER, QUORM DETERMINED, MEETING DECLARED OPEN.**  
*Chair Kirkland called the meeting to order at 6:30 PM with four members present. Board members Brooks and McLaughlin were absent. Place Six was vacant.*
- 2) **Board Members Opening Comments.** *None.*
- 3) **Citizen Communications.** *None.*
- 4) **Approval of Minutes of the Tourism Board Meetings.**
  - a) **June 25, 2013 Regular Called Meeting.**  
*MOTION: Secretary Schoen made a motion to approve the minutes from the June 25, 2013 Tourism Advisory Board meeting. Vice Chair Olguin seconded the motion. Motion passed unanimously, 4-0, with two absent and Place Six vacant.*
- 5) **Consider Financial Report – Aaron Rector, Assistant Finance Director**
  - a) **Quarterly Report Of Revenues, Expenditures and Fund Balance.**  
*Aaron Rector, Assistant Finance Director provided a third quarter report of revenues, expenditures and fund balance. He noted that the period reflects October 2012-June 2013. At this point \$378,000 has been collected in hotel occupancy tax, which is higher than projected. All in all, good growth is reflected in tax collections and occupancy. He provided an overview of tourism expenditures and fund balance. Fund balance is projected to be a little over a million dollars at the end of the year. Duane Smith, Tourism and Community Development Manager noted that Cedar Park hotels are currently operating at 80.7% occupancy.*
- 6) **Presentation (None)**
- 7) **Discussion and Possible Action**
  - a) **Consider Election Of Officers On Future Agenda.**  
*MOTION: Board member Weibel made a motion to table the consideration of officers and assignments pending reappointment. Secretary Schoen seconded the motion. Motion passed unanimously 4-0, with two absent and Place Six vacant.*
  - b) **Consider Future Agenda Item For Sub-Committee Assignments.**

*Duane Smith, Tourism and Community Development Manager advised that sub-committee assignments can be determined once the election of officers has been completed.*

*MOTION: Board member Weibel made a motion to table the consideration of sub-committee assignments pending reappointment. Secretary Schoen seconded the motion. Motion passed unanimously 4-0, with two absent and Place Six vacant.*

**8) Update On Marketing And Advertising – Katie Krampitz, Tourism Services Manager**  
*Chair Kirkland called item eight out of order, after item four.*

- a) Update On Texas Association Of Convention And Visitors Bureau Conference.**
- b) Update On Status Of Advertising And Marketing Request.**
- c) September Events And Activities.**
- d) Update On Promotional Opportunities.**
- e) Update On 2012-2013 Marketing Activities.**

*Katie Krampitz, Tourism Services Manager gave the Tourism Advisory Board an update concerning her recent Texas Association of Convention and Visitors Bureaus annual conference. She provided an update regarding the RFP for a full service media firm. She noted that the RFP has been completed and will be live on Wednesday, September 4, 2013. She advised that the process takes approximately 30 days; once bids are received by the 30 day period there will be a review and scoring process which will involve an internal committee. She hopes to have an update to the board by next month's meeting on September 24, 2013. She provided the calendar of events and activities for the month of September as well as an update on promotional opportunities and 2012-2013 marketing activities. She noted that when a Tour Texas e-blast went out, there was a spike in website visits from an average of 130 a day to 786 visits.*

*She reviewed the new Austin Steam Train sleeve artwork, AAA Texas Journey, Southern Living, Texas Monthly, San Antonio Spurs & Dallas Stars Yearbook advertisements. She reviewed website performance which is on par with the monthly average of approximately 5,000 visitors. She noted that aggressive online campaigns with Google and Facebook continuously produce a spike in website visits.*

**9) Consider Excused Absences From Tourism Advisory Board Meeting (None)**

**10) Staff Closing Comments** *Duane Smith, Tourism and Community Development Manager asked that the board allow him to review the Tourism Advisory Board rules and procedures with Charles Rowland, City Attorney, in order to clarify term limits.*

**11) Board Members Closing Comments** *Chair Kirkland asked that Duane Smith, Tourism and Community Development Manager provide an update concerning a press release that was issued by Frisco, Texas. Frisco has undertaken an aggressive approach to sports marketing. Upon review of the materials it is a new marketing campaign. Smith noted that there are some similarities between the sports teams in Frisco and Cedar Park. Although there may be similar sports activities and the presence of a toll road, Frisco has approximately 1600 hotel rooms and is operating at 70% occupancy whereas Cedar Park has approximately 400 hotel rooms and is operating at 80% occupancy. He advised that if viable, this type of initiative may be explored once a new marketing firm is on board.*

**12) Request For Future Agenda Items** *Chair Kirkland requested that a clarification of the rules and procedures in regards to term limits and appointments be provided on next month's agenda.*

**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, September 24, 2013 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

**14) Adjournment.**

*Chair Kirkland adjourned the meeting at 7:08pm.*

**PASSED AND APPROVED THIS 24<sup>th</sup> DAY OF SEPTEMBER, 2013.**



---

MEL KIRKLAND, Chair

**ATTESTED BY:**



---

ROBERT SCHOEN, Secretary