



**MINUTES
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
- | | |
|---|--|
| <input checked="" type="checkbox"/> Robert Schoen, Place One, Secretary | <input checked="" 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 five members present. Board Member McLaughlin was 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) **February 26, 2013 Regular Called Meeting.**
MOTION: Vice Chair Olguin made a motion to approve the minutes from the February 26, 2013 Tourism Advisory Board meeting. Secretary Schoen seconded the motion. Motion passed unanimously, 5-0, with one absent and Place Six vacant.

Vice Chair Olguin called up together Items 8a through 8d.

- 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.**
Katie Krampitz, Tourism Services Manager gave an update on the event at Circuit of the Americas (COTA). She noted that many items were given away at the sponsorship booth including sunscreen, earplugs and koozies. She also advised that Google and Facebook campaigns are being utilized to target potential visitors coming for events taking place at COTA. She presented May events and activities and noted that "Disney on Ice" will be taking place May 16-19th. She is hosting a group of "mommy bloggers" in The City Suite May 16th for the opening performance. She advised that these very influential "bloggers" can provide a lot of positive exposure for the event and Cedar Park. In addition to hosting the "bloggers" the department is also giving away a family four pack to "Disney on Ice" via a Facebook campaign. She presented the current Tour Texas and Texas Highways banner advertisements as well as the current V8 Supercars "splash page", Facebook and Google Adword advertisements. She noted that each individual event at Circuit of the Americas has a different campaign. She presented the current Facebook campaign advertisements for "Disney on

Ice". She reviewed website traffic performance which continues to increase each month. She gave an update on future marketing activities which includes an upcoming advertisement in Texas Monthly June barbeque issue, filming of a television segment with San Antonio "Road Trippin", sponsorship of upcoming COTA events and an "Instagram" contest. She also added that she will attend the Texas Travel Industry Association Annual Travel Summit in Lubbock in conjunction with the Texas Travel Counselors Annual Conference.

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.

Duane Smith, Tourism and Community Development Manager gave an update regarding the 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. He noted that the board had previously approved the project request to allocate funds in support for hosting the 2013 state wrestling championships. The event fell through for 2013 but LISD continued to work with the Cedar Park Center as well as UIL in order to make the event happen in 2014. He noted that it is a very promising event yet will not occur until February 2014. He asked that the board make a recommitment to allocate funds to support the February 2014 State Wrestling Championships. LISD is asking for board support in the amount of \$50,000 which is close to the amount estimated last year. The purpose of the funds is to assist LISD in their proposal to UIL and to be the host district for the State Wrestling Championships at the Cedar Park Center on February 14th and 15th of 2014. He noted that the impact of the tournament could involve up to 8,500 people and 750 wrestlers representing 160 schools. He advised that this event has the potential to sell out all hotel rooms in Cedar Park. He introduced Chris Ross, Athletic Director for LISD. Ross noted that this is a unique opportunity for a partnership between Cedar Park and LISD. Smith noted that all allocated funds are on reimbursement basis only after a post project application is submitted. Secretary Schoen expressed concerns over allocating a large amount of funds to one project. The board asked that a more detailed breakdown of how the funds will be spent, be provided.

MOTION: Board Member Weibel made a motion to approve the funding request from the LISD Athletic Department to host the State Wrestling Championships at the Cedar Park Center as presented and to allocate funds not to exceed \$50,000 from the 2013-2014 Budget for this event. Vice Chair Olguin seconded the motion. Motion passed unanimously, 5-0, with one absent and Place Six vacant.

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

a) Wayne Brooks From February 26, 2013 meeting.

MOTION: Board Member Weibel made a motion to excuse Board Member Brooks from the February 26, 2013 Tourism Board meeting. Secretary Schoen seconded the motion. Motion passed unanimously, 5-0, with one absent and Place Six vacant.

10) **Staff Closing Comments.** *None.*

11) **Board Members Closing Comments.** *Secretary Schoen gave a brief update on the progress of the Steam Train's arrival in Cedar Park. All parts should arrive by next week.*

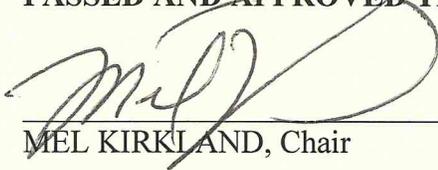
12) **Request For Future Agenda Items.** *None*

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.**

Vice Chair Olguin adjourned the meeting at 7:13 PM.

PASSED AND APPROVED THIS 28th DAY OF MAY, 2013.



MEL KIRKLAND, Chair

ATTESTED BY:

 *Matthew Olguin for Schoen*

ROBERT SCHOEN, Secretary