



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD**

TUESDAY, MARCH 26, 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 type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Robert Schoen, Place One, Secretary | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input type="checkbox"/> Vacant, Place Six |
| <input checked="" type="checkbox"/> Dustin Weibel, Place Three | |

- 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 Brooks 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: Secretary Schoen made a motion to approve the minutes from the February 26, 2013 Tourism Advisory Board meeting. Chair Kirkland seconded the motion. Motion passed unanimously, 5-0, with one absent and Place Six vacant.
- 5) **Presentation**
 - a) **Lyle Grimes, City Council Member, Place 3.** *This item has been withdrawn from the agenda.*
 - b) **Community Development Corporation Activities and Projects- Brian Rice, Board President** *Brian Rice, Board President of the Community Development Corporation gave a history of the inception of the board as well as an overview of board policies. He noted that the focus of the Community Development Corporation has largely been on economic development. He gave an overview of the 2012-2013 budget as well as project and program funding history.*
- 6) **Consider Financial Report – (None)**

Vice Chair Olguin called up together Items 7a and 7b.

- 7) **Discussion And Possible Action**
 - a) **Consider Announcement And Schedule For Submission Of 2013-2014 Proposed Projects And Activities.**
 - b) **Consider Preliminary Schedule For 2013-2014 Budget Preparation.**
Tourism and Community Development Manager, Duane Smith gave an overview of the announcement and schedule for submission of 2013-2014 proposed projects and activities. He

advised that the announcement will be posted on The City website as well as mailed out to all previous applicants. He noted that if the board so chooses, the announcement will also be run in the local newspaper. The announcement posted on The City website links to the application and guidelines. He advised that the submission schedule is mailed to all previous applicants. The target date to post the notices and documents on The City website is May 1st. On May 8th-31st staff will meet with applicants to answer any questions and go over the application process. The deadline is 4:00, Friday, May 31st for applicants to meet with staff. June 5th-7th staff will review submitted project applications. Applicants will present their funding requests to the board at the June 25th meeting. Following the presentations, Wednesday, July 10th, at 5:30pm, the project review subcommittee will meet to review, evaluate and make recommendations for submitted projects. On Tuesday, July 23rd the board will review and finalize the proposed 2013-2014 budget for project applications. He noted that the project and budget process can be done without a budget workshop if the subcommittee is used effectively. He advised that the eight Hotel Occupancy Tax Guide Guidelines have changed slightly, with two guidelines being combined under Transportation Systems creating six guidelines.

MOTION: Board Member Weibel made a motion to approve the budget schedule and project application announcement as presented. 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 8c.

- 8) Update On Marketing And Advertising – Katie Krampitz, Tourism Services Manager**
- a) April Events And Activities**
 - b) Update On New Promotional Opportunities**
 - c) Update 2012-2013 Marketing Activities**

Katie Krampitz, Tourism Services Manager gave an update on April events and activities. She advised that the Cedar Park Fun calendar online has been updated through the year but will be modified as events are added. She presented the current Tour Texas and Texas Highways banner advertisements as well as current Moto GP Facebook and Google Adword advertisements. She noted that each individual event at Circuit of the Americas has a different campaign. She presented the final Carrie Underwood campaign Facebook and Google Adword campaign, she noted that in the beginning of the campaign the “Cedar Park Fun Fans” Facebook page had around 800 likes, but since the campaign the page has generated around 2,000 “likes”. The campaign was focused in the Dallas market as the tour was not performing at a Dallas venue. She advised that the campaign also used the results of the previous marketing study to identify key target markets. She presented images of the current Facebook and Twitter images as well as the Cedar Park Center banner. She also gave an update of the Cedar Park Fun “Go Travel” page. She noted that over 90% of the traffic to this page is generated by organic search. She gave an update on upcoming trade shows including the TTIA Travel Summit and Circuit of the Americas as well as promotional items. She reviewed website traffic performance which has doubled within the past month.

- 9) Excuse Absences from Tourism Board Meeting**
- a) Wayne Brooks From February 26, 2013 meeting.**

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

- b) Rick McLaughlin From February 26, 2013 meeting.**

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

- 10) **Staff Closing Comments.** *Tourism and Community Development Manager, Duane Smith thanked the board for their time.*
- 11) **Board Members Closing Comments.** *Secretary Schoen gave an update concerning the arrival of the Steam Train in Cedar Park. The components will be delivered in five trailer truck loads which will arrive sometime in April. The Austin Steam Train Association (ASTA) hopes to host a publicity event once the big components arrive.*
- 12) **Request For Future Agenda Items.** *None*

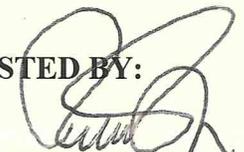
Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, March 26, 2013 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

- 13) **Adjournment.**
Vice Chair Olguin adjourned the meeting at 7:22 PM.

PASSED AND APPROVED THIS 23rd DAY OF APRIL, 2013.



MEL KIRKLAND, Chair

ATTESTED BY:


ROBERT SCHOEN, Secretary