



**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, JANUARY 28, 2014 AT 6:30 PM  
*Multi-Purpose Room. City Hall Campus, Building Three,  
450 Cypress Creek Road, Cedar Park, Texas 78613***

**BOARD MEMBERS**

- Mel Kirkland, Place Seven, Chair
- |  |  |
|--|--|
| <input type="checkbox"/> Robert Schoen, Place One, Secretary   | <input type="checkbox"/> Wayne Brooks, Place Four    |
| <input type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input type="checkbox"/> Vacant, Place Three                   | <input type="checkbox"/> 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) November 26, 2013 Regular Called Meeting.
- 5) **Consider Financial Report – Aaron Rector, Assistant Finance Director**
  - a) Fourth Quarter Report On FY 2012-2013 Revenues, Expenditures, and Fund Balance.
- 6) **Presentation**
  - a) Presentation And Update By Austin Steam Train Association Including Calendar Year 2013 Visitor Activity – Holly Doggett, Executive Director
- 7) **Discussion and Possible Action**
  - a) Consider A Request To Reallocate Funds Budgeted For LISD State Wrestling Championships To Support The Austin Toros Marketing And Advertising Efforts In The Amount Not To Exceed \$15,000.
  - b) Consider Recommendation Regarding Selection Of Marketing And Advertising Consultant Firm.
    - i) Accept Recommendation Of Rhyme and Reason (R&R) Design Firm As Marketing Firm For FY 2014





Duane Smith,  
Tourism & Community Development Manager

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)*