



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JANUARY 28, 2014 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 type="checkbox"/> Vacant, Place Three | <input type="checkbox"/> Vacant, Place Six |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Kirkland called the meeting to order at 6:30 PM with four members present. Board member McLaughlin was absent. Place Three and Place Six were vacant.
- 2) **Board Members Opening Comments.** *None.*
- 3) **Citizen Communications.** *None.*
(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.
MOTION: Vice Chair Olguin made a motion to approve the minutes of the November 26, 2013 Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.
- 5) **Consider Financial Report – Aaron Rector, Assistant Finance Director**
 - a) Fourth Quarter Report On FY 2012-2013 Revenues, Expenditures, and Fund Balance.
Aaron Rector, Assistant Finance Director, provided a financial update regarding 2013-2014 revenues, expenditures and fund balance. He advised that the numbers provided were unaudited. Revenues to date are approximately \$100,000 more than expected at this time of the year. Expenditures to date are currently lower than budgeted. He noted that occupancy rates have stayed consistent, while rates have increased. He also added that approximately \$150,000 has been added to the fund balance which now has an approximate balance of \$1,060,000.

6) **Presentation**

- a) Presentation And Update By Austin Steam Train Association Including Calendar Year 2013 Visitor Activity – Holly Doggett, Executive Director

This presentation has been postponed until next month's meeting on February 25, 2014.

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.

Duane Smith, Community Development Manager, provided an update regarding reallocating funds originally budgeted for LISD State Wrestling Championships to support the Austin Toros marketing and advertising efforts in the amount not to exceed \$15,000. Bill Goren, Business Operations Director provided details regarding the target market area and current marketing efforts. He noted that traveling teams book approximately 300 room nights throughout the season and that about 15-20% of ticket sales come from outside of the Austin area. MOTION: Secretary Schoen made a motion 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. Board Member Brooks seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.

- 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

Katie Krampitz, Tourism Services Manager, provided an update regarding the process and grading criteria as well as the final selection of a marketing and advertising consultant firm. The Marketing and Advertising subcommittee as well as staff met in mid-December to review and grade applicants. The final selection was Rhyme and Reason Design Firm. She noted that several factors such as firm size, pricing structure, media distribution, web developer expertise and design work led to the final selection. MOTION: Vice Chair Olguin made a motion to accept the recommendation of Rhyme and Reason (R&R) Design Firm as marketing Firm for FY 2014. Board Member Brooks seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.

- ii) Authorize Staff To Negotiate A Professional Services Agreement With Rhyme And Reason (R&R) Design Firm For Advertising And Marketing Services

MOTION: Board Member Brooks made a motion to authorize staff to negotiate a professional services agreement with rhyme and reason (R&R) Design Firm for advertising and marketing services. Secretary Schoen seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.

- c) Consider Report On Sports Events Scheduled And Planned In FY 2014.

- i) 2014 Bluebonnet Open - Austin Figure Skating Club
ii) Great American Shootout- Leander ISD
iii) Austin Aces – Cedar Park Center
iv) Volleyball – Rouse HS

Duane Smith, Community Development Manager, provided an update regarding the meeting in which staff, Tourism Advisory Board members, Cedar Park hoteliers, representatives from LISD, the Austin Figure Skating Club and the Cedar Park Center attended. The purpose of the meeting was to inform hoteliers of upcoming sports activities in Cedar Park and to notify them of upcoming groups who will be looking for large amounts of room blocks in 2014.

d) Consider Designation Of Members Of The Historic Preservation Subcommittee.
MOTION: Board Member Olguin made a motion to designate himself, Chairman Kirkland and Board Member Brooks as members of the Historic Preservation Subcommittee. Secretary Schoen seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.

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

- a) February Events And Activities.
- b) Update On Promotional Opportunities.
- c) Update On 2013-2014 Marketing Activities.

Katie Krampitz, Tourism Services Manager, provided an update regarding February events and activities, promotional opportunities, website statistics and an update on 2013-2014 marketing activities. She noted that while everything is on schedule there has been a slight lull in new marketing pieces due to the transition in marketing firms. She also noted that the tourism department will be participating in a Texas Hill Country Trails cooperative marketing opportunity as well as a lead based marketing piece in conjunction with the Texas Travel Industry Association. The tourism department will also be participating in “The Official Best of Texas” video production program in which the department will own all the rights to the produced footage showcasing Cedar Park attractions. Cedar Park will be featured as The Best Adventure Destination of 2014. The footage will air for three years on major channels like The Discovery Channel and CBS in the Dallas, Fort Worth and Houston as well as on the Official Best of Texas website and its social media channels.

9) Consider Excused Absences From Tourism Advisory Board Meeting

- a) Excuse The Absence Of Wayne Brooks From The Tourism Board Meeting Of November 26, 2013.

MOTION: Secretary Schoen made a motion to excuse the absence of Board Member Brooks from the November 26, 2013 Tourism Advisory Board Meeting. Vice Chair Olguin seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.

10) Staff Closing Comments

Duane Smith, Community Development Manager, advised that he would be contacting the newly designated members of the Historical Preservation Subcommittee to meet within the next two weeks.

11) Board Members Closing Comments

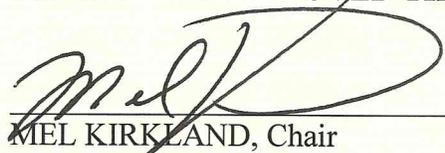
Chairman Kirkland noted that the continued influx of large sporting events coincide with City Council goals.

12) Request For Future Agenda Items. None.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, February 25, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

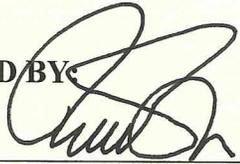
13) Adjournment. Chairman Kirkland adjourned the meeting at 7:08pm.

PASSED AND APPROVED THIS 25th DAY OF FEBRUARY 2014.



MEL KIRKLAND, Chair

ATTESTED BY:



ROBERT SCHOEN, Secretary