



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, FEBRUARY 25, 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
 Robert Schoen, Place One, Secretary Wayne Brooks, Place Four
 Matthew Olguin, Place Two, Vice Chair Rick McLaughlin, Place Five
 Vacant, Place Three 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 Brooks was absent. Place Three and Place Six were vacant.
- 2) **Board Members Opening Comments.** *Board Member McLaughlin recognized Charles Rowland, City Attorney, for his time and service to the Tourism Advisory Board as well as The City of Cedar Park.*
- 3) **Citizen Communications.**
Troy Storm, resident of Cedar Park, expressed interest in submitting an application for the Tourism Advisory Board. Chairman Kirkland noted that there are currently two vacancies on the Tourism Advisory Board and thanked Storm for his time and interest.
- 4) **Approval Of Minutes Of The Tourism Board Meetings.**
 - a) January 28, 2014 Regular Called Meeting.
MOTION: Vice Chair Olguin made a motion to approve the minutes of the January 28, 2014 regular called Tourism Advisory Board meeting as presented. Secretary Schoen seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.
- 5) **Consider Financial Report – (None)**
- 6) **Presentation**
 - a) Presentation And Update By Austin Steam Train Association Including Calendar Year 2013 Visitor Activity – Holly Doggett, Executive Director
Holly Doggett, Executive Director of the Austin Steam Train Association gave an update regarding calendar year 2013 visitor activity. She noted that over 27,000 passengers have ridden the train, 49% came from within 50 miles of Cedar Park, 15% came from between 51-100 miles, 23% from 101-250 and 4% came from outside 250 miles of Cedar Park but within

the State of Texas. She stated that 8% came from outside of Texas but within the United States, representing 47 different states. International ridership included visitors from Mexico, Canada, United Kingdom, Spain, Guatemala, Puerto Rico, Switzerland, Israel, Japan, Malaysia, and Norway. She also noted that 11% planned to, or were staying in a hotel in Cedar Park. On March 10th, ASTA will move into a bigger space, but in the same shopping center which will provide not only more office space, but also over 500 square feet of dedicated museum space. The museum will feature rotating exhibits provided by The Williamson County Museum focusing specifically on the history of Cedar Park. ASTA will also be rolling out a new car named "The City of Cedar Park" to replace the current concession car which will be retired. The new concession car will be climate controlled as the one being retired is not. ASTA hopes to have the new car up and running by summer of 2014.

7) Discussion and Possible Action

- a) Consider A Request From The Austin Steam Train Association (ASTA) To Allocate Funds In The Amount Of \$10,000 For Museum Expenses.

This agenda item was tabled until the regular called March 25, 2014 meeting.

- b) Consider Schedule For Submission Of 2014-2015 Proposed Projects And Activities. Duane Smith, Community Development Manager, provided a schedule for submission of 2014-2015 proposed projects and activities. He noted that he would like the board to consider changing the date for posting of notices and application documents on The City website from May 1st to mid-April. Additionally, pre-application meetings would take place May 5th-9th instead of May 8th. Chair Kirkland suggested April 1st instead of mid-April.

MOTION: Vice Chair Olguin made a motion to accept the schedule as revised for submission of 2014-2015 proposed projects and activities. Board Member McLaughlin 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) Update On Marketing And Advertising – Katie Krampitz, Tourism Services Manager
- i. Update On Professional Services Agreement With Rhyme and Reason.
 - ii. March Events And Activities.
 - iii. Update On Promotional Opportunities.
 - iv. Update On 2013-2014 Marketing Activities.

Katie Krampitz, Tourism Services Manager, provided an update regarding March events and activities, promotional opportunities, website statistics and an update on 2013-2014 marketing activities. She noted that Rhyme and Reason will be working on the Cedar Park Fun website these upcoming weeks, ensuring that every aspect is 100% responsive. She provided advertisements featured in AAA Texas Journeys, Tour Texas E-blast, Tour Texas Banner, and the Texas Hill Country Trail Co-Op. She also advised that the upcoming advertisement in the Texas Municipal League's annual travel edition will feature The Cedar Park Center. The tourism department will be filming "The Official Best of Texas" video this Thursday 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. She noted that website activity is up about 10% from last month. Upcoming advertisements and activities include TML, Tour Texas Banner (monthly), "Official Best Of" filming, AAA Texas Journey (quarterly), Texas Monthly (quarterly), and Discover Texas which is a lead generation based program through Texas Travel Industry Association program. New advertising concepts include "KidVenture", "Catch Cedar Park

Fever” and “Catch the Fun”. The visitors guide for 2014-2015 is also being revamped to include more content and eliminating the need for a separate restaurant guide. Krampitz also stated she will be meeting with Perri Travillion of the Austin Toros organization to discuss their plan for usage of the funds approved by The Tourism Advisory Board last month.

9) Consider Excused Absences From Tourism Advisory Board Meeting

a) Excuse The Absence Of Rick McLaughlin From The Tourism Board Meeting Of January 28, 2014.

MOTION: Vice Chair Olguin made a motion to excuse the absence of Board Member McLaughlin from the January 28, 2014 Tourism Advisory Board Meeting. Secretary Schoen seconded the motion. The Motion passed unanimously 4-0 with one absent and Place Three and Place Six vacant.

10) Staff Closing Comments

Katie Krampitz, Tourism Services Manager, asked that the newly formed Historical Preservation Committee consider taking on a project as part of the 2014-2015 budget cycle. An idea for the project would be to pinpoint local historical markers and people in the community who have stories about the significance of the markers, to tell their stories. Signage would be installed to provide a simple scan of a QR code, where those interested could pull up the video of the local figure telling their story about the significance of the historical marker to Cedar Park. She stated that this type of project has been done in other communities and would be of value to the historical preservation of Cedar Park. She also thanked Charles Rowland for his time and service to the Tourism Advisory Board.

11) Board Members Closing Comments

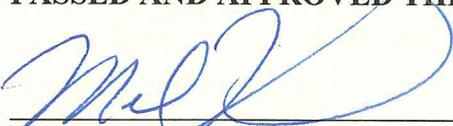
Secretary Schoen noted that ASTA is currently reassembling the steam engine in the yard. The process will be a group effort including volunteers, staff and engineers. Board Member McLaughlin noted that two concerts at the Cedar Park Center have sold out. TOOL's Monday night performance sold out in 20 minutes. They had a sold out audience for a recent Texas Stars hockey game, the Texas Stars are currently in first place in their division. The Center is also expecting about 20,000 in attendance for Cirque du Soleil, and pre-sale for Disney on Ice has been strong. In addition to finalizing an upcoming concert they are also in the planning stages for two other family shows.

12) Request For Future Agenda Items. None.

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

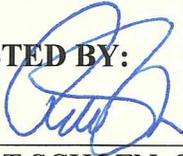
13) Adjournment. Chairman Kirkland adjourned the meeting at 7:10pm.

PASSED AND APPROVED THIS 1st DAY OF APRIL 2014.



MEL KIRKLAND, Chair

ATTESTED BY:



ROBERT SCHOEN, Secretary