CEDAR PARK

REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JULY 22, 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
☐ Matthew Olguin, Place Two, Vice Chair
☐ Lisa Star, Place Three
☐ Wayne Brooks, Place Four
☐ Rick McLaughlin, Place Five
☐ Troy Storm, Place Six

A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

B. Board Members Opening Comments.

C. 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.)

D. Consider Approval Of Minutes Of The Tourism Board Meetings.
a) July 9, 2014 Special Called Meeting.

E. Consider Financial Report – Aaron Rector, Assistant Finance Director
a) Review of 2014-2015 Projected Revenues, Expenditures And Fund Balance.

F. Discussion and Possible Action
Consider Presentations On 2014-2015 Hotel Occupancy Tax Projects And Programs
a) Consider Project Funding Applications For Budget Year 2014 – 2015
   i) Cheer America Capital Cup In The Amount Of $15,000.
   ii) Rouse HS Volleyball Tournament In The Amount Of $10,000.
   iii) Austin Steam Train Association In The Amount Of $42,500.
   iv) Cedar Park Center In The Amount Of $3,000.
   v) Austin Figure Skating Club (Bluebonnet Open) In The Amount Of $10,000.
   vi) Cedar Park Chamber Of Commerce (Cedar Fest) In The Amount Of $10,000.
   vii) Austin Toros In The Amount Of $20,000.

b) Consider 2014-2015 Program Funding Requests
   i) Rhyme And Reason Marketing Services In The Amount Of $33,000.
   ii) Advertising/Marketing Schedule In The Amount Of $105,000.
   iii) Redesign Of History Website In The Amount Of $14,500.

c) Consider 2014-2015 Budget Recommendations For City Council Consideration.

G. Staff Reports - Discussion Only (None)

H. Consider Excused Absences From Tourism Advisory Board Meeting

a) Rick McLaughlin From July 9, 2014 Special Called Tourism Board Meeting.

I. Staff Closing Comments

J. Board Members Closing Comments

K. Request For Future Agenda Items

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, August 26, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

L. Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

JUL 18 '14 PM 2:47

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Date Stamped (Month, Day, Year, AM/PM, Time)

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)