



## MINUTES

**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, NOVEMBER 25, 2014 AT 6:30 PM  
City Council Chambers. Building Four  
450 Cypress Creek Road, Cedar Park, Texas 78613**

### BOARD MEMBERS

- Matthew Olguin, Place Two, Chair
- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Robert Schoen, Place One          | <input checked="" type="checkbox"/> Wayne Brooks, Place Four    |
| <input checked="" type="checkbox"/> Mel Kirkland, Place Seven         | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three, Secretary | <input type="checkbox"/> Troy Storm, Place Six, Vice Chair      |

- A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**  
*Chairman Olguin called the meeting to order at 6:30 PM with six members present, Vice Chair Storm being absent.*
- B. Board Members Opening Comments** *None*
- C. Citizen Communications** *None*
- D. Consider Approval Of Minutes Of The Tourism Board Meetings**  
a) September 23, 2014 Regular Called Meeting.  
*MOTION: Board Member Kirkland made a motion to approve the minutes of the September 23, 2014 regular called Tourism Advisory Board meeting as presented. Secretary Star seconded the motion. The Motion passed 6-0 with Vice Chair Storm being absent.*
- E. Presentations**  
a. The Bungalows Hotel And Conference Center (Victor Patel, Sales Manager and Sam Kumar, General Manager).  
*Sam Kumar, General Manager of the Bungalows Hotel and Event Center introduced himself to the board. He noted that he also owns hotels in Austin, Bastrop, Giddings and Kentucky. The Bungalows host 48 rooms, with full kitchens as well as an event space. He said that in the past three weeks they have had over 300 guests.*
- F. Consider Financial Report – Aaron Rector, Assistant Finance Director**  
a) Quarterly And End Of Year Report On FY 2013-2014 Revenues, Expenditures and Fund Balance.  
*Aaron Rector, Assistant Finance Director provided The Board with the fourth quarterly report on expenditures and fund balance. He noted that revenues were higher than budgeted and expenditures were lower than budgeted. Occupancy tax collections are up approximately \$84,000, or 18% higher than budgeted. Approximately \$54,000 or 10%*

higher than FY 13 fourth quarter. Occupancy rates overall were the same or slightly higher than last year. He said rates have increased based on the difference in revenues versus occupancy. He also said there have been significant savings this year due to the RFP and contract for marketing services. He noted that Fund balance is projected at \$1,212,745.

#### **G. Discussion and Possible Action (None)**

#### **H. Staff Reports - Discussion Only**

- a) Review And Update on 2014-2015 Funded Projects.
- b) Review Of 2014 Hotel Occupancy Rates.

*Duane Smith, Community Development and Tourism Manager provided a summary of 2014-2015 funded projects. He reminded the board that the projects had been reviewed, recommended, and approved by City Council. He provided an update on Cheer America which occurred November 22<sup>nd</sup>, 2014. Preliminary discussions showed 95 teams registered and competing, compared to 64 last year. Cheer America attributes the increase due to change in venue and increased outreach. He noted that the event may become a two day event in the future. Board Member McLaughlin said the Cedar Park Center saw 4,200 in paid attendance at the event. He also noted the board had been provided with a copy of hotel occupancy rates of Cedar Park hotels.*

#### **Update On Marketing and Promotions.**

- c) Report On Texas Association Of Convention And Visitors Bureau Conference.
- d) Update On History Web Site Conversion.
- e) Update On December Events and Activities.
- f) Update On Promotional Opportunities.
- g) Update On 2014-2015 Marketing Activities.

*Katie Krampitz, Tourism Services Manager, provided The Board with an overview of past advertisements, campaigns, website statistics, leads, and association and membership announcements and activities. She provided Tour Texas banners, Texas Highways, Texas Highways Event Calendar and Social Media banners. She also informed the board of an ongoing "Winter Texan" campaign that is running through Google Adwords and retargeting in parts of Canada and the Northwest. She provided examples of the new visitor guide covers, and a smaller version of the Visitor Guide that will be used to fulfill leads. She provided website statistics for the past few months and noted that website traffic has declined slightly, most likely to due to the holidays. The decline in website traffic is consistent with last years' numbers. She also noted that website visits, page views, referrers, and top search words are consistently similar month to month. Website visits are approximately 7,000 per month and page views are approximately 17,000. She presented upcoming advertising, concepts and projects, as well as social media campaigns. A short animated video will be finished soon which will feature the hashtag "#catchthefun", which will primarily target Instagram users and will be pushed through social media, cedarparkfun.com and will run at the Cedar Park Center during Austin Spurs games. She provided an update on the Cedar Park History website which will launch soon. She provided an update on lead based products including TourTexas.com, Discover Texas, Texas Hill Country Trails Co-op, See Texas First Fall Campaign and Go-Texas.net. She recently attended the Texas Travel Industry Association Annual Summit, continues to be involved with the Texas Hill Country Trail board of directors, and will be attending the Texas Association of Visitors Bureaus Mid-Winter Education Conference to receive the marketing and advertising awards given to Cedar Park last September.*

**I. Consider Excused Absences From Tourism Advisory Board Meetings.**

a) Rick McLaughlin From September 23<sup>rd</sup> Board Meeting.

*MOTION: Board Member Kirkland made a motion to excuse the absence of Board Member McLaughlin from the September 23, 2014 regular called Tourism Advisory Board meeting. Board Member Schoen seconded the motion. The Motion passed 6-0 with Vice Chair Storm being absent.*

b) Wayne Brooks From September 23<sup>rd</sup> Board Meeting.

*MOTION: Board Member McLaughlin made a motion to excuse the absence of Board Member Brooks from the September 23, 2014 regular called Tourism Advisory Board meeting. Board Member Kirkland seconded the motion. The Motion passed 6-0 with Vice Chair Storm being absent.*

**J. Staff Closing Comments** *Duane Smith, Community Development and Tourism Manager noted that the board was provided with a copy of the 2015 City Calendar approved by City Council.*

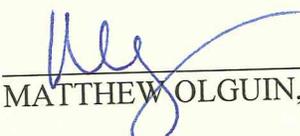
**K. Board Members Closing Comments** *Board Members Kirkland, Schoen and McLaughlin suggested that the December 17<sup>th</sup> meeting be cancelled.*  
*MOTION: Board Member McLaughlin made a motion to cancel the December 17, 2014 regular called Tourism Advisory Board meeting. Board Member Kirkland seconded the motion. The Motion passed 6-0 with Vice Chair Storm being absent.*

**L. Request For Future Agenda Items** *None*

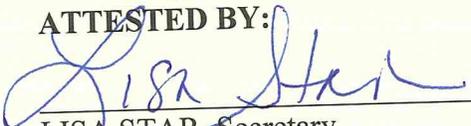
**Next Regular Scheduled Tourism Advisory Board Meeting:** **Tuesday, January 27, 2015** at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

**M. Adjournment** *Chairman Olguin adjourned the meeting at 7:14pm.*

**PASSED AND APPROVED THIS 24<sup>th</sup> DAY OF FEBRUARY 2015.**

  
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MATTHEW OLGUIN, Chair

**ATTESTED BY:**

  
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LISA STAR, Secretary