CEDAR PARK

REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, APRIL 28, 2015 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613

BOARD MEMBERS

☐ Matthew Olguin, Place Two, Chair
☐ Robert Schoen, Place One
☐ Vacant, Place Seven
☐ Lisa Star, Place Three, Secretary
☐ Wayne Brooks, Place Four
☐ Rick McLaughlin, Place Five
☐ Troy Storm, Place Six, Vice Chair

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) February 24, 2015 Regular Called Meeting.

E Presentations (None)

F. Consider Financial Report (None)

G. Discussion and Possible Action
a) Consider Approval Of Project Eligibility Matrix And Project Evaluation Matrix For 2015-2016 Project Applications.
   i) Project Eligibility Matrix.
   ii) Project Evaluation Matrix.
   iii) Matrix Evaluation Guidelines.
b) Consider Designation Of A Board Member To Fill A Vacancy On The Historic Preservation Subcommittee.

H. Staff Reports - Discussion Only.
a) Staff Report On Process and Procedures For 2015-2016 Project Submissions.
   i) Application Submission Announcement.
   ii) Application And Review Schedule.
   iii) Budget Recommendation Schedule.

b) Staff Report On Marketing And Promotions.
   i) Council Proclamation Recognizing National Travel And Tourism Week.
   ii) Update On 2014-2015 Marketing And Advertising Activities.
   iii) Update on May Events.
   iv) Update On Proposed 2015 Site/Project Evaluations.
   v) Review Of Agreement With Sarah Page Consulting, LLC.

I. Consider Excused Absences From Tourism Advisory Board Meetings.

a) Wayne Brooks From The February 24, 2015 Tourism Board Meeting.

J. Staff Closing Comments.

K. Board Members Closing Comments.

L. Request For Future Agenda Items.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday May 26, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

M. 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 Regular Called 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:

APR 24 '15 AM 10:59

_____
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)