



**MINUTES
REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY AUGUST 25, 2015 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

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

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

B. Board Members Opening Comments. *None.*

C. Citizen Communications.

Kristyne Bollier addressed the board to inform them that she is officially resigning from her board position due to her appointment to City Council. She thanked the board and said she is looking forward to working with them in the future.

Mayor Matthew Powell addressed the board and informed them of Jeff Kikel's pending appointment to Place Seven on the board, subject to council approval. He and Chair Olguin discussed the board's vision and he encouraged the board to develop a one, three or five year plan which would support The City's comprehensive plan and core values. He challenged the board to think of projects to enhance tourism in the city, and what are they specifically doing to make that happen. He encouraged them to be proactive and offered Council's assistance in accomplishing board goals.

D. Consider Approval Of Minutes Of The Tourism Board Meetings.

D.1 May 27, 2015 Special Called Meeting.

MOTION: Board Member Schoen moved to approve the minutes of the May 27, 2015 special called meeting. Vice Chair Storm seconded the motion. The motion was approved 4-0 with Secretary Star and Board Member Brooks being absent and one vacancy.

D.2 July 28, 2015 Regular Called Board Meeting.

MOTION: Vice Chair Storm moved to approve the minutes of the July 28, 2015 regular called meeting. Board Member Miller seconded the motion. The motion was approved 4-0 with Secretary Star and Board Member Brooks being absent and one vacancy.

E. Consider Financial Report – Aaron Rector, Assistant Finance Director

E.1 Quarterly Report On Revenues, Expenditures And Fund Balance For Budget Year 2014-2015. (Aaron Rector, Assistant Finance Director)

Aaron Rector, Assistant Finance Director presented the financial report for the third quarter of budget year 2014-2015. Revenues to date total \$475,620 and expenditures to date total \$344,644. Revenues were 26.9% higher than budgeted and 25.1% higher than the same period in 2013. The occupancy rate was 76.9% for the second quarter of 2015. This was down 1% over the 77.9% for the second quarter of 2014. Budgeted year-end projection for fund balance was \$1,134,319 while projected year-end fund balance is \$1,334,518.

F. Discussion And Possible Action

F.1 Consider A Resolution Amending Board Meeting Dates for Calendar Year 2016.

The board discussed moving the meeting date for calendar year 2016 but ultimately decided to make no changes. No action was taken.

F.2 Consider Election Of Officers For 2015-2016.

MOTION: Vice Chair Storm nominated Lisa Star to remain as board Secretary, Board Member Miller seconded the nomination. The motion was approved 4-0 with Secretary Star and Board Member Brooks being absent and one vacancy.

MOTION: Board member Schoen nominated Troy Storm to remain as board Vice Chair, Board Member Miller seconded the nomination. The motion was approved 4-0 with Secretary Star and Board Member Brooks being absent and one vacancy.

MOTION: Vice Chair Storm nominated Matthew Olguin to remain as board Chair, Board Member Miller seconded the nomination. The motion was approved 4-0 with Secretary Star and Board Member Brooks being absent and one vacancy.

F.3 Consider Subcommittee Assignments For 2015-2016.

The board discussed nominations for subcommittee assignments for 2015-2016. They chose to table nominations and further discussion until the next regular called meeting.

F.4 Consider Establishing A Subcommittee To Research And Recommend A Process To Create A Five-Year Tourism And Visitor Development Plan.

The board discussed establishing a subcommittee to research and recommend a process to create a five-year tourism and visitor development plan. They requested to have a general discussion take place at the next regular called meeting in lieu of appointing a subcommittee at this time.

F.5 Consider Use Of Electronic Files And Personal Computers For TAB Meetings.

The board requested that the packet be sent out in a PDF document prior to the board meeting.

G. Staff Reports - Discussion Only.

G.1 Staff Report On Marketing And Promotions.

i) Update On 2014-2015 Marketing And Advertising Activities.

ii) Update on September Events And Activities.

Katie Krampitz, Tourism Services Manager, provided an update on 2014-2015 marketing and advertising activities, promotional opportunities, website statistics and an update on September events and activities. She noted that CedarParkFun.com website sessions, users

and page views are all higher than FY13. FY13 sessions were 6,595 while FY14 has 7,235 sessions. FY13 users were 5,741 while FY14 has 6,354 users. FY13 page views were 16,072 while FY14 has 18,229 page views. She provided an update on association activities and upcoming projects including a history guide which will highlight the historical marker project and continuation of the "Catch The Fun" video series.

H. Consider Excused Absences From Tourism Advisory Board Meetings.

H.1 Kristyne Bollier From Board Meeting Of July 28, 2015

Vice Chair Storm moved to excuse the absence of board member Bollier from the July 28, 2015 regular called meeting. Board member Schoen seconded the motion. The motion was approved 4-0 with Secretary Star and Board Member Brooks being absent and one vacancy.

I. Staff Closing Comments. None.

J. Board Members Closing Comments. None.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday September 22, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

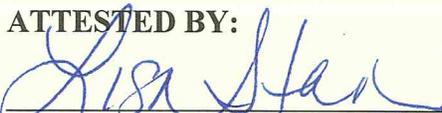
K. Adjournment. Vice Chair Olguin adjourned the meeting at 7:20pm.

PASSED AND APPROVED THIS 22nd DAY OF SEPTEMBER 2015.



MATTHEW OLGUIN, Chair

ATTESTED BY:



LISA STAR, Secretary