



**MINUTES  
REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY SEPTEMBER 22, 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 checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Jeff Kikel, Place Seven           | <input checked="" type="checkbox"/> Erin Miller, Place Five          | <input type="checkbox"/> Troy Storm, Place Six, Vice Chair   |
| <input checked="" type="checkbox"/> Lisa Star, Place Three, Secretary |  |  |

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

**B. Board Members Opening Comments.**

B.1 Introduction Of Board Member Jeff Kikel, Place 7.

*Board Member Kikel introduced himself and gave a brief description of his background.*

**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.)

*Dimitri Nichols of the Parks, Arts and Community Enrichment (PACE) Board gave a presentation to the Tourism Advisory Board regarding the development of a bike park at the Brushy Creek Sports Park.*

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

D.1 August 25, 2015 Regular Called Meeting.

*MOTION: Secretary Star moved to approve the minutes of the August 25, 2015 regular called meeting. Board member Miller seconded the motion. The motion was approved 6-0 with Vice Chair Storm being absent.*

**E. Consider Financial Report – (None)**

**F. Discussion And Possible Action**

F.1 Consider Acceptance Of The Post-Event Report On Steam Train Concession Car Restoration In An Amount Not To Exceed \$27,500.

*Board member Schoen recused himself from all discussion and vote related to item F.1.*

*Lil Serafine, Executive Director and Paul Phalen, Superintendent, of the Austin Steam Train Association provided the board with a post-event report on the steam train concession car*

restoration efforts. Serafine noted that of the approved \$27,500 funds, only \$24,331.05 was used to complete the project. Funds were used to acid wash the outside of the car, purchase and installation of new windows in the car, painting of the inside of the car and purchase and installation new flooring in the car. The car is expected to come online after the first of the year; it will serve as a concession car and will provide snacks and merchandise as well as a cell phone charging station.

*MOTION: Board Member Miller made a motion to accept the Post-Event Report and detailed report of expenditures as submitted by the Austin Steam Train Association for authorized concession car renovations as budgeted and approved in the Project Agreement in the amount of \$24,331.05. Board member Kikel seconded the motion. The motion was approved 5-0 with board member Schoen recusing himself from all discussion and vote on item F.1 and Vice Chair Storm being absent.*

**F.2 Consider Acceptance Of The Post-Event Report On Rouse High School Volleyball In an Amount Not To Exceed \$10,000.**

*Duane Smith, Community Development and Tourism Manager provided the board with an update regarding the Rouse High School Volleyball tournament. According to a statement provided by Jacob Thompson, Rouse High School head volleyball coach, 48 teams participated from around the state with over 1200 players and 1000 parents and fans which generated over 249 room nights over the course of the weekend.*

*MOTION: Secretary Star made a motion to accept the Post-Event Report and detailed report of participation, hotel accommodations and expenditures as submitted by Rouse High School for the 2015 Rouse High School Volleyball tournament as budgeted and set forth in the Project Agreement in the amount of \$10,000. Board member Kikel seconded the motion. The motion was approved 6-0 with Vice Chair Storm being absent.*

**F.3 Consider Subcommittee Assignments For 2015-2016.**

*Tourism Advisory Board Subcommittee assignments:*

*Marketing and Advertising: Troy Storm and Erin Miller*

*Hotel and Lodging Industry: Lisa Star and Wayne Brooks*

*Funding Applications, Procedures, Guidelines: Jeff Kikel and Robert Schoen*

*Historic Preservation: Troy Storm, Jeff Kikel and Wayne Brooks*

*MOTION: Board member Schoen made a motion to accept the Tourism Advisory Board Subcommittees. Board member Miller seconded the motion. The motion was approved 6-0 with Vice Chair Storm being absent.*

**F.4 Consider Process for A Five-Year Tourism And Visitor Development Plan.**

*The board discussed options to consider the process for a five year tourism and visitor development plan. The board determined a workshop would be the best option to move forward. A date will be set within the next couple of months.*

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

*No action.*

**G. Staff Reports - Discussion Only (None).**

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

**H.1 Wayne Brooks From Board Meeting Of August 25, 2015**

*MOTION: Secretary Star moved to excuse the absence of Wayne Brooks from the August 25, 2015 Tourism Advisory Board meeting. Board member Schoen seconded the motion. The motion was approved 6-0 with Vice Chair Storm being absent.*

H.2 Lisa Star From Board Meeting Of August 25, 2015

*MOTION: Board Member Miller moved to excuse the absence of Lisa Star from the August 25, 2015 Tourism Advisory Board meeting. Board member Kikel seconded the motion. The motion was approved 6-0 with Vice Chair Storm being absent.*

I. **Staff Closing Comments.** *None.*

J. **Board Members Closing Comments.** *Chairman Olguin noted that he attended and addressed the Asian American Hotel Owners Association at a regional meeting in Cedar Park at the Hotel Bungalows Hotel and Conference Center on Monday, September 14, 2015.*

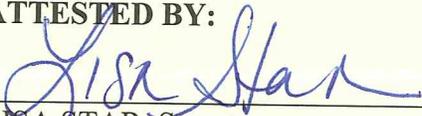
**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday October 27 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

K. **Adjournment.** *Chairman Olguin adjourned the meeting at 7:30pm.*

**PASSED AND APPROVED THIS 27<sup>th</sup> DAY OF OCTOBER 2015.**

  
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MATTHEW OLGUIN, Chair

**ATTESTED BY:**

  
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LISA STAR, Secretary