



**SPECIAL CALLED MEETING  
BUDGET WORK SESSION  
TOURISM ADVISORY BOARD  
WEDNESDAY JULY 13, 2016 AT 6:30 PM  
*Multi-Purpose Room, Building Three  
450 Cypress Creek Road, Cedar Park, Texas 78613***

**BOARD MEMBERS**

- Matthew Olguin, Place Two, Chair
- Robert Schoen, Place One
- Jeff Kikel Place Seven, Secretary
- Linda Ayotte, Place Three
- Vacant, Place Four
- Erin Miller, Place Five
- Troy Storm, Place Six, Vice Chair

**AGENDA**

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- A.2 Board Members Opening Comments.
- A.3 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.)

**STAFF REPORTS  
(DISCUSSION ONLY)**

- B.1 Preview Of 2016-2017 Projected Revenues And Expenditures. (Kent Meredith, Finance Director)

**WORK SESSION AGENDA  
REVIEW OF APPLICATIONS  
(DISCUSSION ONLY)**

- E.0 Review And Evaluation Of 2016-2017 Project Applications:
- E.1 Consider 2016-2017 Project Applications And Funding Requests, Including:
  - i. Craft Beer Festival in an amount not to exceed \$25,000.
  - ii. Craft Beer Festival in an amount not to exceed \$25,000.
  - iii. NOLA Texas Food And Music Festival in an amount not to exceed \$35,000.
  - iv. Cheer America in an amount not to exceed \$15,000.
  - v. Austin Steam Train Association in an amount not to exceed \$35,000.

- vi. HEB Center At Cedar Park in an amount not to exceed \$4,500.
- vii. Cedar Fest Barbeque Cook-Off in an amount not to exceed \$15,000.
- viii. Leander ISD-Rouse HS in an amount not to exceed \$10,000.
- ix. Austin Spurs in an amount not to exceed \$75,000.  
(\$50,000 Advertising And Marketing; \$25,000 Conversion)
- x. Lone Star Showcase in an amount not to exceed \$41,000.
- xi. Texas Museum of Science & Technology (TXMOST) in an amount not to exceed \$26,500. (Advertising, Marketing, and Promotions))

E.2 Advertising, Marketing And Promotion

- i. Marketing in an amount not to exceed \$165,000.
- ii. Rhyme And Reason Marketing Services in an amount not to exceed \$37,000.

F.1 Board Members Closing Comments.

**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, July 26 2016 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

G.1. 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 Special Called Budget Work Session Meeting of the Tourism Advisory Board 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:

16 JUL 7 PM 3:53

\_\_\_\_\_  
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)