



**CEDAR
PARK**

MINUTES

**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

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Robert Schoen, Place One | <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Chair | <input type="checkbox"/> Vacant, Place Four |
| <input checked="" type="checkbox"/> Jeff Kikel Place Seven | <input type="checkbox"/> Erin Miller, Place Five | |
| <input checked="" type="checkbox"/> Linda Ayotte, Place Three | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair | |

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Chairman Olguin called the meeting to order at 6:30 pm. A quorum was present. Board Member Erin Miller was absent. Place Four is vacant.
- A.2 Board Members Opening Comments.
There were no 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.)
No citizen communications were received.

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 Preview Of 2016-2017 Projected Revenues And Expenditures. (Kent Meredith, Finance Director)
Kent Meredith, Finance Director provided information to the Board regarding projected Hotel Tax Revenues for Budget Year 2017-2017. Projected Hotel Tax collections for 2016-2017 are estimated to be \$742,651, including Tax Collections or \$105,651 from Springhill Suites with 85 rooms at 65% occupancy.

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

- E.0 Review And Evaluation Of 2016-2017 Project Applications:
The Chairman called up all items under E.1 for review and discussion by Board and Staff. Items E.1 (i) and E.1 (ii) were called together. Otherwise each proposed event was discussed individually.
- 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.
There was extensive discussion regarding the Craft Beer Festival and if it was the intention of the sponsor to conduct two events in the same budget year. Duane Smith noted that the Craft Beer Festival proposed by the sponsor for August 6, 2016 had been withdrawn from Council Consideration on July 14. There is still some confusion as to whether there will be one event next year or two. The Board asked that number of events and proposed dates be clarified by the July 26th Board Meeting.
 - iii. NOLA Texas Food And Music Festival in an amount not to exceed \$35,000.
The Board was generally in consensus that this was a good event in 2016 and was worthy of another year of Board support.
 - iv. Cheer America in an amount not to exceed \$15,000.
Cheer America has a history of providing a very successful and well attended event. No additional funds are requested and should have continued support of the Board.
 - v. Austin Steam Train Association in an amount not to exceed \$35,000.
(The Chairman postponed this item to follow Agenda Item xi. Robert Schoen was excused from discussion on this item. An Affidavit of Recusal is attached.)
The request does include an increase in advertising and marketing funds. Representatives of the Steam Train had offered a good explanation of how these funds would be used to further promote this attraction in Cedar Park. The general consensus was to support this request.
 - vi. HEB Center At Cedar Park in an amount not to exceed \$4,500.
The Board generally supported this request and the opportunity to include additional social media tracking.
 - vii. Cedar Fest Barbeque Cook-Off in an amount not to exceed \$15,000.
The Board asked that a Chamber Representative attend the July 26th meeting. The Board may have some questions regarding the increase in funding and financial results of the 2016 event.
 - viii. Leander ISD-Rouse HS in an amount not to exceed \$10,000.
The Board noted that this was a good event. Expectations for this year are to have as many as 64 teams participating. This has become the second largest HS volleyball tournament in the state and needs to receive continued support by the Board.
 - ix. Austin Spurs in an amount not to exceed \$75,000.
(\$50,000 Advertising And Marketing; \$25,000 Conversion)
The Board had several questions regarding the increase of marketing and promotion funds from \$25,000 to \$50,000. The Board asked staff to get more information by the July 26th meeting on how these funds would be expended, what new markets might be included, and the impact on attendance.

- x. Lone Star Showcase in an amount not to exceed \$41,000.
This will be the second year for the Lone Star Showcase. This year will attract 8 NCAA Division 1 men's teams. The event will be held at the HEB Center at Cedar Park, Monday, Tuesday, and Wednesday prior to Thanksgiving. The Board generally agreed this was a positive event for the HEB Center and Cedar Park.
- xi. Texas Museum of Science & Technology (TXMOST) in an amount not to exceed \$26,500. (Advertising, Marketing, and Promotions)
TXMOST is the newest attraction in Cedar Park. This request for marketing and advertising funds is the first request submitted by TXMOST and as a new attraction their efforts to attract visitors to Cedar Park should be supported by the Board.

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.

Katie Krampitz, Tourism Services Manager presented the Budget request for 2016-2017 Advertising, Marketing, and Promotions. Katie noted that the Subcommittee had met and reviewed this request and was supportive in what was being proposed and the slight increase in funding that was requested.

F.1 Board Members Closing Comments.

There were no 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 Chairman adjourned the meeting 7:42 pm.

PASSED AND APPROVED THE 26th DAY OF JULY, 2016.



MATTHEW OLGUIN, Chair

ATTESTED BY:



JEFF KIKEL, Secretary

Iroy Storm

AFFIDAVIT OF RECUSAL

THE STATE OF TEXAS §
COUNTY OF WILLIAMSON §

I, **Robert Schoen** as a member of the **Tourism Advisory Board** make this affidavit and hereby on oath state the following:

I have, or a person related to me in the first degree by consanguinity or affinity has, a substantial interest that may receive a special economic effect that is distinguishable from the effect on the public by a vote or decision of the (city council/board/commission) as those terms are defined in Chapter 171 of the Local Government Code. The business entity or real property is:

[Name and Address of Business or Description of Property or Agenda Item(s) and Date]

["I" or name of relative and relationship]

(have/has) a substantial interest in this business entity or real property for the following reasons (circle all which are applicable):

1. the interest is ownership of 10%, or more of the voting or shares of the business entity or owns either 10% or more or \$15,000 or more of the fair market value of the business entity;
2. funds received from the business entity exceed 10% of _____ (my/her/his) gross income for the previous year;
3. real property is involved and _____ (I/he/she) (have/has) an equitable or legal ownership with a fair market value of \$2,500 or more.

Signed this _____ day of _____, 20__.

Signature of Elected or Appointed Public Official

Title

BEFORE ME, the undersigned authority, this day personally appeared _____ (name of affiant) and by oath stated that he facts hereinabove state are true and correct to the best of (his/her) knowledge or belief. Sworn to and subscribed before me on this _____ day of _____, 20__.

Notary Public, State of Texas

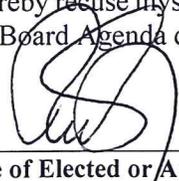
****OR****

STATEMENT OF RECUSAL

In accordance with Section 11.09(a) of the City Charter which requires recusal if an elected or appointed officer of the City acts in any way which places or tends to place personal interest in conflict with the interest of the City, I state that I have such conflict and I hereby recuse myself from any discussions or voting involving Agenda Item **E.1(v)** on the Tourism Advisory Board Agenda dated **July 13, 2016**.



Witness



Signature of Elected or Appointed Public Official

July 13, 2016

Date