CEDAR PARK

MINUTES

SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
MONDAY, JUNE 20, 2016 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
☑ 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. *Chair Olguin called the meeting to order at 6:30pm.*

A.2 Board Members Opening Comments. *None.*

A.3 Citizen Communications. *None.*

A.4 Presentations (None)

STAFF REPORTS
(DISCUSSION ONLY)

B.1 No Items Scheduled For Presentation.

CONSENT AGENDA

Pursuant To Tourism Advisory Board Board Rule, the Consent Agenda consists of all items set forth on Agenda Items C.1, C.2, and C.3. The Consent Agenda May Be Approved By A Single Motion.

C.1 Approval Of The Minutes From The May 24, 2016 Tourism Board Meeting.

C.2 Authorization To Excuse The Absence Of Robert Schoen From The May 24, 2016 Tourism Advisory Board Meeting.

C.3 Authorization To Excuse The Absence Of Wayne Brooks From The May 24, 2016 Tourism Advisory Board Meeting.

MOTION: Vice President Storm made a motion to approve the Consent Agenda. Secretary Kikel seconded the motion. The motion passed 4-0 with board members Schoen and Miller being absent and place four being vacant.

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

D.2 Consider Approval Of A Date, Time, And Place For A Tourism Advisory Board Special Called 2016-2017 Budget Work Session. *Duane Smith, Community Development and Tourism Manager, advised Wednesday, July 13, 2016, was available for a special called meeting and 2016-2017 budget work session.*
MOTION: Secretary Kikel made a motion to approve Wednesday, July 13th, 6:30pm at the multi-purpose room for a special called meeting and 2016-2017 budget work session. Board member Ayotte seconded the motion. The motion passed 4-0 with board members Schoen and Miller being absent and place four being vacant.

D.3 Consider Cancellation Of The June 28, 2016 Regularly Scheduled Meeting Of The Tourism Advisory Board.
MOTION: Board member Ayotte made a motion to cancel the June 28, 2016 regularly scheduled meeting of the Tourism Advisory Board. Vice Chairman Storm seconded the motion. The motion passed 4-0 with board members Schoen and Miller being absent and place four being vacant.

D.1 Consider Acceptance Of A Proposed Application For Advertising And Marketing For A Craft Beer Festival To Be Held At The HEB Center At Cedar Park On August 6, 2016 In An Amount Not To Exceed $25,000. (Opal Scott) *Opal Scott, Director of Special Events and Services with Ryan-Sanders Entertainment, provided the board with an overview of the proposed craft beer festival to be held at the H-E-B Center at Cedar Park. "Crafts and Classics "is the name of the proposed festival, a combination of craft beer and classic cars. She said she met with a hotel partner to discuss how they could work better together to make sure Cedar Park hotels were utilized. Scott advised the event will be a two day event beginning with a Friday night VIP event partnered with Red Horn Coffeehouse and Brewery and Whitestone Brewery. The Saturday portion of the event will kick off with VIP access an hour earlier than the general public. August 6th is the proposed date. Scott noted approximately 50 breweries are on board for the festival and well over 100 beers. MOTION: Vice President Storm made a motion to accept a proposed application for advertising and marketing for a craft beer festival to be held at the HEB Center at Cedar Park on August 6, 2016 in an amount not to exceed $25,000. Board member Kikel seconded the motion. The motion passed 4-0 with board members Schoen and Miller being absent and place four being vacant.*

APPLICANT PRESENTATIONS
(DISCUSSION ONLY)

E.0 Presentations Of 2016-2017 Project Applications:

E.1 Consider Presentations Of 2016-2017 Project Applications And Requests, Including:

i. Craft Beer Festival in an amount not to exceed $25,000. (Opal Scott) *Opal Scott, Director of Special Events and Services with Ryan-Sanders Entertainment, advised this event would be the same as the event "Crafts and Classics" proposed for the current fiscal year.*

ii. NOLA Texas Food And Music Festival in an amount not to exceed $35,000. (Opal Scott) *Opal Scott, Director of Special Events and Services with Ryan-Sanders Entertainment, provided the board with an overview of the proposed NOLA Texas Food and Music Festival to take place in April of 2017. She said all people staying at local hotels were eligible for a free general admission ticket per hotel night. Many of this year's event details would be the same for 2017. She also noted they would expand the kids activities area.*

iii. Cheer America in an amount not to exceed $15,000. (Ladd LaBus) *Ladd LaBus of Cheer America provided the board with an overview of the Cheer America Capitol Cup. He said the event will continue to be a one day event and they are going to be working with the hotels directly to block and book rooms. The event will include approximately 125 teams with 18 participants per team and 1-2 spectators per participant. Teams are coming from as far away as Louisiana. LaBus also noted they want to partner with a Cedar Park charity.*

iv. Austin Steam Train Association in an amount not to exceed $35,000. (Lil Serafine) *Lil Serafine, Executive Director of the Austin Steam Train Association provided the board with an overview of the Association's request for $35,000 in marketing and advertising. She said in 2016 they expect to welcome a total of 33,535 passengers and approximately 18,000 in attendance at the Day out with Thomas event in Burnet. She noted 14% of passengers will be staying in Cedar Park hotels, with approximately 2,300 rooms booked in Cedar Park on behalf of ASTA passengers. She said 64% of passengers will come from within 250 miles of Cedar Park, 32% from 250 miles outside of Cedar Park, 4% outside Texas but still domestic visitors representing 46 different states and international visitors from Australia, Brazil, Mexico, Canada, Puerto Rico and the United Kingdom. In 2017 they hope to increase overnight stays by 4% at a total of 18%. She said they hope to increase ridership from San Antonio, Houston and San Angelo. She said they would focus on filling hotel rooms when they need the most help from the months of December through February.*

v. HEB Center At Cedar Park in an amount not to exceed $4,500. (Sammy Wallace) *Sammy Wallace, of the H-E-B Center at Cedar Park advised the board the $4,500 request would support the redesign of the Center website.*

ix. Lone Star Showcase in an amount not to exceed $41,000. (bd Global Sports) *Sammy Wallace, of the H-E-B Center at Cedar Park provided the board with an overview of the Lone Star Showcase. He noted all officials will stay in Cedar Park. He also said this year's event will be men's teams, and will be held the Monday-Wednesday prior to Thanksgiving. ESPN3 will also be picking up all games which will be televised.*

x. Austin Spurs in an amount not to exceed $75,000. (Perri Travillion) ($50,000 Advertising And Marketing; $25,000 Conversion) *Tim Salier, Vice President of Franchise Sales and Operations of the San Antonio Spurs provided the board with an update regarding the $50,000 advertising and marketing request and $25,000 for conversion cost request. He noted the conversion costs are set in a three year agreement with the H-E-B Center at Cedar Park.*

ix. Texas Museum of Science & Technology (TXMOST) in an amount not to exceed $26,500. (Advertising, Marketing, and Promotions) *Ed Slane, Director of Finance for the Texas Museum of Science and Technology, provided the board with an update regarding the request for $26,500 in funding to support social media, print and Google advertising efforts. He said they are partnering with University of Texas at Dallas and LASA robotics to develop robots and host competitions. He noted they are focused on building their adult membership, he said their education and children's programming is strong. Chair Olguin advised to focus on return on investment in their marketing efforts and tracking hotel stays.*

x. Cedar Fest Barbeque Cook-Off in an amount not to exceed $15,000. (Lyndee Matthews) *Duane Smith, Community Development and Tourism Manager advised the board Tony Moline, Chamber of Commerce President, would be present at the workshop or next regularly called meeting to present their application to the board.*

xi. Leander ISD-Rouse HS in an amount not to exceed $10,000. (Jacob Thompson) *Duane Smith, Community Development and Tourism Manager advised the board that the "Volleypallooza" event has grown each year and is the second largest tournament in Texas. The Cedar Park tournament is also pulling teams from the largest tournament in Texas which is held in Pearland.*

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action. The Board may use Closing Comments to request future agenda items.)

F.1 Board Members Closing Comments. *None.*

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. *Chair Olguin adjourned the meeting at 7:48pm.*

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

MATTHEW OLGUIN, Chair

ATTESTED BY:

JEFF KIKEL, Secretary

Troy Storm