



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, MAY 24, 2016 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

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

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 Quarterly Report On Revenues, Expenditures, And Fund Balance. (Kent Meredith, Finance Director) *Kent Meredith, Finance Director, provided the board with an update regarding revenues, expenditures and fund balance. He noted that collections are approximately \$28,000 higher this quarter than last year's same quarter. He also noted that the Fund Balance budgeted year-end projection is approximately \$1.3 million.*
- B.2 Update On DAMI Event Impact Calculator Software And Program. (Katie Krampitz, Tourism Services Manager) *Katie Krampitz, Tourism Services Manager, provided an update regarding the DMAI (Destination Marketing Association International) Event Impact Calculator. She noted that this tool will provide the board with an economic impact analysis for each project or event seeking hotel occupancy tax support.*
- B.3 Update On Process And Contract For Development Of A Strategic Plan. (Katie Krampitz, Tourism Services Manager) *Katie Krampitz, Tourism Services Manager, provided an update regarding the process and contract for development of a strategic plan. She advised that DMAI (Destination Marketing Association International) will be helping design a strategic*

plan through the Destination NEXT program. She noted that community stakeholders will be surveyed, DMAI will use local and regional information and data to develop the plan as well as lead an interactive workshop to discuss and explain the plan. The process will begin in October of 2016 with the start of a new budget cycle and will take approximately three months to complete.

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, C.3, and C.4. The Consent Agenda May Be Approved By A Single Motion.

MOTION: Vice President Storm made a motion to approve the Consent Agenda. Board member Ayotte seconded the motion. The motion passed 5-0 with board members Schoen and Brooks being absent.

- C.1 Approval Of The Minutes From The March 22, 2016 Tourism Board Meeting.
- C.2 Authorization To Excuse The Absence Of Linda Ayotte From The April 26, 2016 Tourism Advisory Board Work Session.
- C.3 Authorization To Excuse The Absence Of Wayne Brooks From The April 26, 2016 Tourism Advisory Board Work Session.
- C.4 Authorization To Excuse The Absence Of Erin Miller From The April 26, 2016 Tourism Advisory Board Work Session

REGULAR AGENDA

Discussion And Possible Action

- D.1 Consider Acceptance Of A Post-Event Report From Ryan Sanders For The NOLA Food And Music Festival Held At The HEB Center On April 3, 2016. *Board member Erin Miller recused herself from all discussion and vote on item D.1. Opal Scott, Director of Special Events & Services for RS3 Entertainment provided a post event report for the NOLA Food and Music Festival. She said surveying of attendees was utilized at the event. She said next year they will do more to utilize Cedar Park hotels by providing incentives such as a free or discounted ticket to the event if a Cedar Park hotel is booked. She also noted that the marketing budget was increased to attract more attendees leading up to the event. MOTION: Vice President Storm made a motion to accept the post event report from Ryan Sanders Entertainment for the NOLA Food and Music Festival held at the HEB Center on April 3, 2016. Secretary Kikel seconded the motion. The motion passed 4-0 with board member Miller recusing herself from all discussion and vote and board members Schoen and Brooks being absent.*
- D.2 Consider Acceptance Of A Post-Event Report From The Cedar Park Chamber For The Barbeque Cook-Off Held At Milburn Park On April 2, 2016. *Duane Smith, Community Development and Tourism Manager provided the board with a post event report for the Cedar Park Chamber Barbeque Cook-Off held at Milburn Park on April 2, 2016. He noted ninety-five room nights were booked in Cedar Park. The Cook-Off drew 272 cooks and 109 judges including participants and attendees from not only out of state but included an international team. MOTION: Secretary Kikel made a motion to approve the post event report from the Cedar Park Chamber for the Barbeque Cook-Off held at Milburn Park on*

April 2, 2016. Board member Ayotte seconded the motion. The motion passed 5-0 with board members Schoen and Brooks being absent.

- D.3 Consideration Of Suggestions And Proposals From The Board Work Session Of April 26, 2016. *Duane Smith, Community Development and Tourism Manager provided the board with a summary of suggestions and proposals from the board work session on April 26, 2016. He advised that the board keep the work session items in mind when the strategic plan process begins.*
- D.4 Consider The Tourism Advisory Board Agenda For The June 28, 2016 Board Meeting. *Duane Smith, Community Development and Tourism Manager reminded the board that they will begin seeing project applications for the 2016-2017 fiscal year.*

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.)

- E.1 Board Members Closing Comments. *Chair Olguin requested that Jill Hoffman, Assistant City Attorney, provide the board with an update of open meetings rules and procedures.*

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, June 28 2016 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

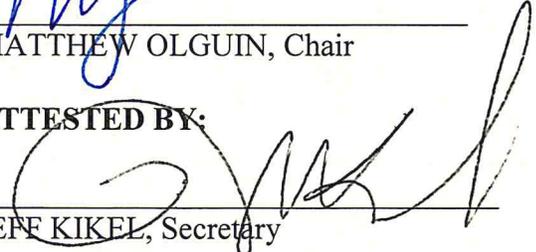
- F.1. Adjournment. *Chair Olguin adjourned the meeting at 7:12pm.*

PASSED AND APPROVED THE 20th DAY OF JUNE, 2016.



MATTHEW OLGUIN, Chair

ATTESTED BY:



JEFF KIKEL, Secretary

AFFIDAVIT OF RECUSAL

THE STATE OF TEXAS §
COUNTY OF WILLIAMSON §

I, **Erin Miller**, 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 **D.1** on the Tourism Advisory Board Agenda dated **May 24, 2016**.

 Duane Smith
Witness

 Erin Miller
Signature of Elected or Appointed Public Official

 May 24, 2016
Date