



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, MARCH 22, 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"/> Robert Schoen, Place One | <input type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Jeff Kikel Place Seven | <input checked="" 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. *Chair Olguin called the meeting to order at 6:33pm.*
- A.2 Board Members Opening Comments. *None.*
- A.3 Citizen Communications. *None.*
- A.4 Presentations:
a) Update On Revisions To Hotel Occupancy Tax And Related Information By Representatives Of The Hotel And Lodging Industry Association.
Brian Sullivan, Associate General Counsel for the Texas Hotel Lodging Association, provided the board with an update on revisions to hotel occupancy tax and discussed eligible expenditures covered under hotel occupancy tax law.

CONSENT AGENDA

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

- C.1 Approval Of The Minutes From The February 23rd, 2016 Tourism Board Meeting.
- C.2 Authorization To Excuse The Absence Of Troy Storm From The February 23rd, 2016 Tourism Advisory Board Meeting.
MOTION: Board member Ayotte made a motion to accept the Consent Agenda. Secretary Kikel seconded the motion. The motion passed 5-0 with board members Schoen and Brooks being absent.

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 Quarterly Report On Advertising, Marketing, And Promotions. (Katie Krampitz, Tourism Services Manager) *Katie Krampitz, Tourism Services Manager provided the board with an update regarding past market and advertising materials, website updates and statistics, association activities and current projects including strategic plan updates.*

**REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION**

- D.1 Consider A Request By Ryan Sanders Entertainment For Hotel Occupancy Tax (HOT) Funds For Advertising And Marketing And Related Eligible Expenses To Promote And Conduct The NOLA Food And Music Festival At The Cedar Park Center In The Amount Of \$30,000.
Board member Miller recused herself from all discussion and vote. Opal Scott, Director of Special Events and Services for Ryan-Sanders Entertainment, provided the board with an update regarding the NOLA Food and Music Festival at the Cedar Park Center in the amount of \$30,000. The festival will begin at 11am with a VIP Brunch and then open to the general public at noon and run until 10:00pm. The funds will be used to support staffing, advertising and marketing efforts. Mike McCluskey of the Candlewood Suites hotel in Cedar Park urged to board to spend the funds wisely. He noted that Candlewood Suites was unable to accommodate most of the request of rooms due to the late request.
MOTION: Chair Olguin made a motion to approve \$21,506 in funding for advertising and marketing and related eligible expenses to promote and conduct the NOLA Food and Music Festival at the Cedar Park Center. Board member Ayotte seconded the motion. The motion passed 4-0 with board members Schoen and Brooks being absent and board member Miller recusing herself from all discussion and vote.
- D.2 Consider Authorization To Post Announcements and Schedules Related To Submission Of Budget Year 2016-2017 Tourism Advisory Board Hotel Occupancy Tax Applications.
a) Consider Posting Of Announcement For Proposed Projects.
b) Consider Proposed Schedule For 2016-2017 Project Submissions.
c) Consider Meeting Schedule and Board Budget Recommendations To City Council.
Duane Smith, Community Development and Tourism Manager asked the board for authorization to move forward with the posting of announcements and schedules related to submission of budget year 2016-2017 Tourism Advisory Board Hotel Occupancy Tax Applications.
MOTION: Vice Chair Storm made a motion to authorize posting announcement and schedules related to submission of budget year 2016-2017 Tourism Advisory Board Hotel Occupancy Tax Applications. Secretary Kikel seconded the motion. The motion passed 5-0 with board members Schoen and Brooks being absent.
- D.3 Consider A Time And Date For A Work Session To Discuss The Potential For New Tourism Events And Funding Opportunities. (Olguin)
Chair Olguin asked that the board have a working session to discuss the potential for new tourism events and funding opportunities. Olguin recommended the regularly scheduled meeting on April 26th, 2016 at 6:30pm in the City of Cedar Park Multi-Purpose Room.

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. *None.*

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

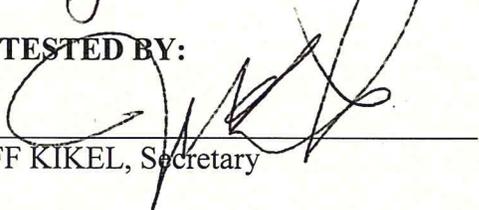
F.1. Adjournment. *Chair Olguin adjourned the meeting at 8:00pm.*

PASSED AND APPROVED THE 24th DAY OF MAY, 2016.



MATTHEW OLGUIN, Chair

ATTESTED BY:



JEFF KIKEL, Secretary