



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JANUARY 26, 2016 AT 6:30 PM
City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

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

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- A.2 Board Members Opening Comments. *None.*
- A.3 Citizen Communications. *None.*
- A.4 Presentations:
- a) Introduction And Presentation On The Cedar Park Texas Punishers (Ken Smith). *Ken Smith, owner of the Cedar Park Texas Punishers minor league professional football team provided the board with history about the team and the league. He noted that an estimated 1,000-2,000 people attend their games. They have moved the team from Round Rock to Cedar Park and are committed to bringing games and fans to Cedar Park.*
 - b) Presentation On 2015 Rouse High School Volleyball Tournament And Prospects For 2016 Tournament. (Jacob Thompson, Rouse Volleyball Coach). *Jacob Thompson, Rouse Volleyball Coach provided the board with history and update about the "Volleypalooza" tournament held in Cedar Park. He said the tournament has grown significantly and right now there are 56 teams signed up to participate in this year's tournament. They come from all over Texas as far as the Panhandle to Houston to the Valley. Twenty-nine of the teams signed up currently are from out of the area and will need eight to ten rooms for just the team and coaches; that does not include their family members who travel with them. He noted that several of the teams who are signed up competed in the previous State tournament.*

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 Quarterly And End Of Year Finance Report On Revenues, Expenditures, And Fund Balance For Fiscal Year 2014-2015. Aaron Rector, Assistant Finance Director.
Aaron Rector, Assistant Finance Director provided the board with an update regarding revenues, expenditures and fund balance. He noted that the numbers were unaudited but said expenditures and revenues were budgeted at \$503,000, with revenues coming in at \$645,000 and expenditures at \$437,000. Each quarter came in about \$20,000 higher than the previous quarter. He said that hotel occupancy was sitting just above 75% and that the Fund Balance should grow from 1.2 million to about 1.4 million.
- B.2 Quarterly Report On Advertising, Marketing, And Promotions. Katie Krampitz, Tourism Services Manager.
Item B.2 was removed from Staff Reports.

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.

- C.1 Approval Of The Minutes Of The October 27, 2015 Tourism Board Meeting.
- C.2 Authorization To Excuse The Absence Of Robert Schoen From The October 27, 2015 Tourism Advisory Board Meeting.
- C.3 Authorization To Excuse The Absence Of Jeff Kikel From The October 27, 2015 Tourism Advisory Board Meeting.
- C.4 Authorization To Excuse The Absence Of Wayne Brooks From The October 27, 2015 Tourism Advisory Board Meeting.

MOTION: Board member Kikel made a motion to approve items C.2, C.3 and C.4 from Consent Agenda. Board member Star seconded the motion. The motion passed 5-0 with Vice Chair Storm and board member Miller being absent.

**REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION**

- D.1 Consider Acceptance Of The Post Event Report On The Cheer America Nationals At The Cedar Park Center On November 22, 2015 In An Amount Not To Exceed \$15,000. (Ladd LeBus, Cheer America)
Item D.1 was not considered under Regular Agenda.
- D.2 Consider Acceptance Of The Post Event Report For The Lone Star Showcase At Cedar Park Center On November 25, 26, and 27 In An Amount Not To Exceed \$41,000.
Duane Smith, Tourism and Community Development Manager introduced Sammy Wallace of the Cedar Park Center. He noted that the Cedar Park Center was the host, not the organizer of the event. The event drew approximately 175 room nights, and teams utilized Cedar Park resources such as restaurants. Attendance was approximately 7,000-8,000.

D.3 Consider Board Attendance And Participation At The Tourism Partners Meeting On Thursday, January 28, 2016.

Duane Smith, Tourism and Community Development Manager advised the board of the Tourism Partners Meeting on Thursday, January 28, 2016. Board member Kikel said he would be able to attend along with Chair Olguin as representatives of the Tourism Advisory Board.

MOTION: Board member Brooks made a motion to authorize Chair Olguin and board member Kikel to attend the Tourism Partners Meeting on Thursday, January 28, 2016 as representatives of the Tourism Advisory Board. Secretary Star seconded the motion. The motion passed 5-0 with Vice Chair Storm and board member Miller being absent.

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. *Secretary Star advised this would be her last meeting and that Council Member Grimes would be appointing a replacement. She thanked the board and staff for their time. Board member Brooks advised that this would probably be his last meeting as well, he has purchased a restaurant and will not have time to attend meetings due to his schedule.*

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, February 23, 2016 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

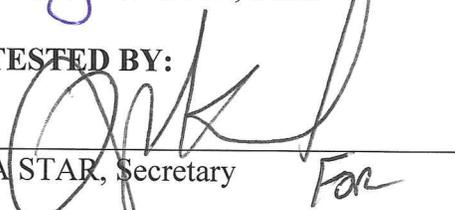
F.1. Adjournment. *Chair Olguin adjourned the meeting at 7:44pm.*

PASSED AND APPROVED THIS 23rd DAY OF FEBRUARY 2016.



MATTHEW OLGUIN, Chair

ATTESTED BY:



LISA STAR, Secretary