



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JANUARY 24, 2017 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"/> Erin Miller, Place Five |
| <input checked="" type="checkbox"/> Robert Schoen, Place One | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair |
| <input checked="" type="checkbox"/> Linda Ayotte, Place Three | <input checked="" type="checkbox"/> Jeff Kikel Place Seven, Secretary |
| <input checked="" type="checkbox"/> Joe Greco, Place Four | |

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Chairman Olguin called the meeting to order at 6:30 pm. A quorum of the Board was present.
- A.2 Board Members Opening Comments.
Chairman Olguin welcomed everyone.
- 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 Citizens Communications were received.
- A.4 Presentations:
No items were presented.

STAFF REPORTS (DISCUSSION ONLY)

- B.1 Quarterly Financial Report On Revenues, Expenditures, And Fund Balance. (Chad Tustison, Assistant Finance Director)
Chad Tustison, Assistant Finance Director distributed copies of the Financial Report for the First Quarter 2017 for Board review.

Chad presented an overview of the 2017 Budget, noting that Revenues had been adjusted to \$745,681 and Expensed adjusted to \$665,974 with a projected End of Year Fund

Balance of \$1,514,760. For the 2017 projected Budget: Total Revenues for the 2017 Budget are currently projected to be \$745,000 and Total Budgeted Expenditures are \$665,000. Budgeted expenditures include \$236,000 for Events Marketing; \$202,000 for Marketing and Consulting; \$154,000 for Support Services; and \$74,000 for Public Arts.

In Summary, First Quarter HOT funds revenues were \$151,000, down \$4,000 from the projected amount of \$155,000. First quarter revenues were down 8% from the same time period in 2016 but were still \$4,000 above Budget.

CONSENT AGENDA

Pursuant To Tourism Advisory 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 October 25, 2016 Tourism Board Meeting.
- C.2 Authorization To Excuse The Absence Of Mathew Olguin From The October 25, 2016 Regular Called Board Meeting.
- C.3 Authorization To Excuse The Absence Of Jeff Kikel From The October 25, 2016 Regular Called Board Meeting.
Board Member Schoen moved approval of the Consent Calendar. Board Member Kikel seconded the motion. The motion was approved 7-0.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- E.1 Consideration Acceptance Of The Post-Event Report For The 2016 Cheer America National Cheer Competition For Advertising And Marketing In An Amount Not To Exceed \$15,000.
Duane Smith, Tourism and Community Development Manger presented information related to the Post-Event Report as Representatives from Cheer America were not in attendance.

Cheer America reports an overall attendance of 3,200 including 1,100 participants. Of the 1,100 approximately 987 were defined as out-of-town. Staff and judges accounted for 9 rooms. Information regarding other hotel accommodations is still being collected. One team from the Houston area had reported booking 100 room nights at Home2Suites near Lakeline.

Board member Ayotte questioned the number of rooms booked at Cedar Park hotels and wanted to have additional information and/or clarification from the event sponsor. Board Member Storm also ask for clarification on how the funds were expended as the request had been for Advertising and Marketing and it appeared some funds had been used for site related expenses. Chairman Olguin also suggested that staff remind Cheer America and other event sponsors to include the "Cedar Park Fun" logo in their marketing campaigns.

Expenditures for the event include \$51,587 in direct expenses plus \$45,067 for and advertising (not including HOT funds requested) for a total expenditure of \$96,654. A worksheet showing the expenditures is attached. Examples of marketing materials are also attached for reference.

The Board engaged in considerable discussion regarding some of the information not currently available, the lack of details related to room occupancy, and additional clarification on the use of funds.

Board Member Ayotte moved to postpone acceptance of the Final Report until the February Meeting pending receipt of additional information. Board Member Kikel seconded the motion. The motion was approved 7-0.

- E.2 Consider Update On Implementation Of A Multi-Year Tourism Development Plan Process. *Duane Smith provided an update on the implementation of the development of a multi-year Tourism/Visitor Development Plan. Duane noted that while some of the process may be altered, the basic information can be summarized as follows.*

The proposed Tourism Development strategy is designed to be a three to five year plan to enhance tourism and visitor development activities in Cedar Park.

Based on a planning conversation with the consultant (Destination NEXT), it is suggested that we initiate the process by implementing a data collection survey around the end of February 2017.

It is suggested that we distribute copies of the survey to at least three distinct groups. First, the survey should be sent to industry groups including hotels, attractions, event sponsors, and others that we may want to include. Second, all Members of City Council, and selected Boards and Commissions including Tourism, Community Development, P.A.C.E, etc. as well as key city staff and community based groups (specifically the Chamber). The third group would include clients such as meeting planners and tour operators.

As information is collected, survey responses will go directly to the consultant to compile and tabulate. We will receive periodic updates from the consultant noting the number of responses received and who has not responded (follow-up reminder). It is expected that the survey will be active for at least a month (30 – 45 days-this is negotiable).

Assuming a February launch, we should start receiving preliminary findings for review in mid to late March. As sufficient responses are received a workshop to review findings. The workshop will include a variety of participants. We should have a final report within 7 days of the workshop after which formal presentations to the Tourism Board and City Council (joint presentation?) can be scheduled.

Chairman Olguin requested that the survey be submitted to the Board for review prior to distribution.

No Action was taken.

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. *Board Member Storm noted that Katie Krampitz had accepted a new position and relocated to the San Antonio tourism/visitor center operations. Members complimented Katie on her efforts with Cedar Park and wished her well in her new position.*

Board Member Greco asked for a future agenda item or presentation on the Bell Boulevard Redevelopment to see if there were any tourism related opportunities.

Chairman Olguin announced he would be absent from the March meetings, including the scheduled Joint Meeting. Matthew also noted that that joint meeting would occur during LISD spring break. The following members also noted they would be unable to attend on March 16th: Linda Ayotte, Robert Schoen, and Erin Miller

The Chair noted there would not be a quorum of the Board available for the Joint Meeting.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, February 28, 2017 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

G.1. Adjournment.

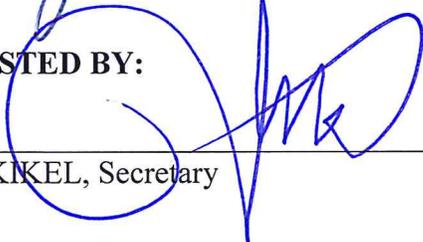
There being no further business, Board Member Ayotte moved adjournment. The Chair Adjourned the meeting at 7:20 pm.

PASSED AND APPROVED THE 28th DAY OF FEBRUARY, 2017.



MATTHEW OLGUIN, Chair

ATTESTED BY:



JEFF KIKEL, Secretary