



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, FEBRUARY 28, 2017 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 checked="" type="checkbox"/> Erin Miller, Place Five |
| <input 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 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 noting the presence of a Quorum with Board Members Schoen and Greco absent.
- A.2 Board Members Opening Comments.
There were no opening comments.
- 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:
None.

STAFF REPORTS (DISCUSSION ONLY)

- B.1 *None.*

*The Chair called Item E.1 out of order for Discussion and Possible Action.
See Item E.1 below for record of Discussion and Action.*

Following the Discussion and Action related to Item E.1, The Chair returned to the Regular Agenda and called up the Consent Agenda.

CONSENT AGENDA

Pursuant To Tourism Advisory Board Rule, the Consent Agenda consists of all items set forth on Agenda Items

C.1. The Consent Agenda May Be Approved By A Single Motion.

- C.1 Approval Of The Minutes From The January 24, 2017 Tourism Board Meeting.
Board Member Troy Storm moved approval of the consent agenda. Board Member Linda Ayotte Seconded the Motion. The Motion was approved 5-0 with Board Members Schoen and Greco absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- E.1 Consider A Request From The Austin Spurs For Funds For Marketing, Advertising, And Promotions In An Amount Not To Exceed \$15,000.
Board Member Erin Miller was recused from this item. A copy of the Board Member's Recusal is attached at the end of the Minutes.

Tim Salier addressed the Board is support of a request for additional funding for Advertising and Marketing in an amount not to exceed \$15,000 for be remainder of the 2017 Spurs basketball season. Mr. Salier noted that of the original request for \$50,000, the Board had recommended a reduced amount or \$35,000. The reduction in funding had left the Spurs in a difficult financial situation as the planed expenditures for marketing and promotion was significantly reduces. The Spurs were respectfully requesting that the funding be increased by \$15,000 to restore the proposed total of \$50,000.

In response to inquiry from the Board, Time noted that hotel accommodations were expected to include approximately 650 rooms for the 2016-2017 season.

Board Member Linda Ayotte moved to approve the request for additional funding for Marketing, Advertising and Promotion in an amount not to exceed \$15,000. Board Member Jeff Kikel seconded the motion. The motion was approved 4-0 with Board Member Erin Miller recused and Board Members Schoen and Greco absent.

- E.2 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.
Ruben Ortiz, Event Manager presented the updated Post-Event Report to the Board for consideration. He explained questions posed by the Board regarding information in the previous report had been corrected. The report now included a full revenue and expense report as requested. Cheer America had documentation for a total of \$81,000 in revenues (not including the Board approved funding in the amount of \$15,000) and \$94,000 in expenses. In zip codes of participating had been provided as requested.

The Board expressed appreciation for the updated report and commended Cheer America staff for addressing the Board's request for additional information and clarification.

Board Member Jeff Kikel moved acceptance of the revised Post-Event report for funds in an amount not to exceed \$15,000. Board Member Troy Storm seconded the motion. The motion was approved 5-0 with Board Members Schoen and Greco absent.

E.3 Consider Schedule For Tourism Advisory Board 2017-2018 Project Reviews And Budget Recommendation.
Duane Smith, Tourism Manager presented two options for a schedule for Board project reviews and a Board Budget Recommendation. Option A provided for the scheduling of a Budget Workshop in May, prior to the presentation of applications. Option B would schedule the Budget Workshop after the presentation of applications.

Board Member Troy Storm oved to approve option A. Board member Jeff Kikel seconded the motion. The motion was approved 5-0 with Board Members Schoen and Greco absent.

E.4 Consider Tourism Advisory Board Meeting Scheduled For Tuesday, March 28, 2017.
No formal action was taken. The Board suggested the meeting could be cancelled if there were no items available for Board action.

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.
There were no closing comments.

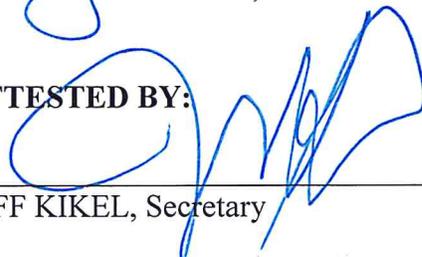
Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, March 28, 2017 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

G.1. Adjournment.
Chairman Olguin adjourned the meeting at 7:35 pm.

PASSED AND APPROVED THE 25th DAY OF APRIL, 2017.



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:

H-E-B Center at Cedar Park
[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 **E.1** on the Tourism Advisory Board Agenda dated **February 28, 2017**.



Witness

Erin Miller
Signature of Elected or Appointed Public Official

February 28, 2017
Date