



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, APRIL 25, 2017 AT 6:30 PM
City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Robert Schoen, Place One | <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Chair | <input type="checkbox"/> Erin Miller, Place Five |
| <input checked="" type="checkbox"/> Linda Ayotte, Place Three | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair | <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 with Board Member Erin Miller absent.
- A.2 Board Members Opening Comments.
Chairman Olguin welcomed everyone. There were no additional 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.)
- A.4 Presentations:
No Items Scheduled.

STAFF REPORTS (DISCUSSION ONLY)

- B.1 Quarterly Report On 2016-2017 Revenues, Expenditures, And Fund Balance. (Chad Tustison, Assistant Finance Director)
Chad Tustison, Assistant Finance Director distributed copies of the Financial Report for the Second Quarter 2017 for Board review.

Chad provide an overview of the FY 2017 Budget, noting that the Beginning Balance was \$1,434,873 w3ith revenues to date in the amount of \$745,861; Expenses of \$665,974: for an ending Fund Balance or \$1,514,760.

Hotel Occupancy Tax (HOT) collections through the second quarter totaled #335,000 which represents a 15% increase over the second quarter of 2016 and \$36,000 above budget for this year.

At this time, expenses for the year-to-date are below budget projections. Expenses for Staff Services are at 22%; Public Arts at 25%; Event Marketing at 22%, and Marketing and Consulting Services at 49%.

- B.2 Update On 2017 Marketing And Advertising Program. (Duane Smith, Tourism Manager ***Duane Smith provided an update on the Marketing and Advertising Program for the time period of January thru March, 2017. Smith explained that not all of the advertising ads during this time period were shown, however a variety of ads were presented for informational purposes. Ads are produced by Rhyme and Reason and submitted for by entities set forth in the approved 2017 Marketing Plan.***

As one measurement Smith presented a table reflecting trends in Hotel Occupancy Rates for the time period from January 14, 2017 to April 1, 2017. This table reflects the average occupancy of all eight (8) hotels in Cedar Park on a weekly basis. The chart also provides a comparison to the same time period in 2016. The Hotels in Cedar Park, on the average, are maintaining a reasonable consistency in occupancy. While rates vary week by week, occupancy rates range from a low of about 62% to a high of approximately 95%.

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 February 28, 2017 Tourism Advisory Board Meeting.
- C.2 Authorization To Excuse The Absence Of Robert Schoen From The February 28, 2017 Board Meeting.
- C.3 Authorization To Excuse The Absence Of Joe Greco From The February 28, 2017 Board Meeting.
On Motion by Board Member Troy Storm and second by Board Member Jeff Kikel, the Consent Calendar was approved 6-0 with Board Member Miller absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- E.1 Consider Schedule And Meeting Dates For Tourism Advisory Board 2017-2018 Project Reviews And Budget Recommendation.
Duane Smith provided a review of the approved Meeting Schedule providing for a Budget Recommendation at the June 27th Board Meeting. Key dates are a Budget Workshop on May 8 at 6:30 pm; Applicant project presentations at the Regular Meeting on May 23rd at 6:30 pm; and final review and Budget Recommendation at the Regular Board Meeting scheduled for June 27th, at 6:30 pm.
- E.2 Consider Proposed Agenda Items For Tourism Advisory Board Meeting Scheduled For Tuesday, May 23, 2017.

Duane Smith provided a recap of the proposed agenda for the May 23rd, Board meeting. In addition to proposed project presentations, two post-event reports (Austin Spurs and Cedar Fest) should be received and scheduled for consideration and 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.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, May 23, 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, Chairman Olguin adjourned the Meeting at 7:05 pm.

PASSED AND APPROVED THE 23rd DAY OF MAY, 2017.



MATTHEW OLGUIN, Chair

ATTESTED BY:



~~JEFF KIKEL~~, Secretary

Erin Miller