



MINUTES

**SPECIAL CALLED MEETING
BUDGET WORK SESSION
TOURISM ADVISORY BOARD
WEDNESDAY MAY 17, 2017 AT 6:30 PM
*Multi-Purpose Room, Building Three
450 Cypress Creek Road, Cedar Park, Texas 78613***

BOARD MEMBERS

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

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Secretary Jeff Kikel called the meeting to order at 6:30 pm. A quorum of the Board was present with Board Members Matthew Olguin and Troy Storm absent.
- A.2 Board Members Opening Comments.
The Board had no opening comments.

WORK SESSION AGENDA REVIEW OF APPLICATIONS (DISCUSSION ONLY)

- E.0 Review And Discussion Of 2017-2018 Project Applications:
Duane Smith advised the Board that packets had been provided to the members. The packet includes a summary of projects submitted including preliminary requests and full applications if available at this time.
- E.1 Review 2017-2018 Project Applications And Funding Requests, Including:
i. NOLA Texas Food And Music Festival in an amount not to exceed \$35,000.*Board Member Erin Miller was recused from discussions related to Items E.1.i, E.1.ii, E.1.iv, E.1.vii and E.1.ix (affidavit attached).*

Smith noted that the NOLA event was cancelled for the current year. The request for 2017-2018 consideration was submitted by the Texas Stars on behalf of the HEB Center at Cedar Park who would be responsible for conducting the event.

- ii. Cheer America in an amount not to exceed \$15,000.
Member Erin Miller was recused from discussion of this item.

Cheer America, following successful year's since moving to the HEB Center was requesting a continuation of support.

The Board, being familiar with the event, had no questions at this time.
- iii. Austin Steam Train Association in an amount not to exceed \$35,000. *Board Member Robert Schoen was recused from discussions related to Item E.1.iii (affidavit attached)*

The Steam Train submitted a request for consideration of support for advertising and marketing. The Board had no questions regarding the request.
- iv. HEB Center At Cedar Park in an amount not to exceed \$3,000.
Member Erin Miller was recused from discussion of this item.

The request submitted by the HEB Center is for assistance with the new web site, specifically to add digital marketing opportunities to further promote Cedar Park Fun, area hotels, and Cedar Park restaurants and attractions.
- v. Cedar Fest Barbeque Cook-Off in an amount not to exceed \$15,000.
A request for funding consideration has been submitted by the Cedar Park Chamber for Cedar Fest. The funding requested is to be used for advertising, marketing and promotion or the event.
- vi. Leander ISD-Rouse HS in an amount not to exceed \$10,000.
The request for funding consideration has been submitted by the Rouse HS Volleyball Tournament which has proven highly successful and now involves sixty-four (64) teams statewide.
- vii. Austin Spurs in an amount not to exceed \$50,000.
Member Erin Miller was recused from discussion of this item.

The request for funding consideration is for advertising, marketing and promotion of the Austin Spurs during the 2017-2018 NBADL basketball season. No operational costs has been requested in the proposal submitted for consideration.
- viii. Texas Museum of Science & Technology (TXMOST) in an amount not to exceed \$29,000.
TXMOST has submitted a request for funding consideration for advertising, marketing and promotion. No operational costs are requested in the proposal submitted for consideration.
- ix. Crafts and Classics in an amount (\$35,000).
Member Erin Miller was recused from discussion of this item.

Duane advised the Board that a formal application had not been received at this time. The most recent conversations indicated that this event may not occur this

year nor in 2018 He would attempt to confirm prior to the May 23rd Board Meeting.

- x. Texas Team Trail in an amount not to exceed (\$10,000 +).
Texas Team Trail hosts fishing tournaments throughout the state and region. They made inquiry if Cedar Park would be interested in being a "Host City" for a tournament to be held in 2018. There is a requested "Host City" fee of \$10,000. The sponsor is considering a tentative date of March 17, 2018.

Secretary Kikel said he thought that date conflicted with South by Southwest and Rodeo Austin, both events result in peak occupancy at Cedar Park hotels. Duane offer to confirm the dates and advise the sponsor.

Duane advised the Board that a formal application has not been received at this time.

- E.2 Review 2017-2018 Proposed Advertising, Marketing, And Promotion Expenditures.
 - i. Advertising, Marketing, And Promotion in an amount not to exceed \$166,966.
Duane advised the Board that the basic marketing and advertising is the same as the prior year with the exception of the Native Texan Campaign. This is a new marketing opportunity offered by TourTexas.com. The program, in its entirety, consists of three pages available to the city. The first page will focus on Cedar Park and attractions within the city. Once designed, this page will be a static display. Pages two and three are available for the city to use to promote special events or attractions and may be revised and updated as events occur.

The cost of the first page is \$7,050. The second and third pages are \$5,150 each for a total combined cost of \$ 17,305.

- E.3 Discussion Of Additional Opportunities Or Events For Future Board Consideration.
The Board had requested this item for the purpose of discussing how the Board might explore opportunities to pursue new programs and events that would benefit Cedar Park Tourism and visitor development. Discussion included opportunities for members to suggest activities and also how to involve other Boards and Commissions.

Further discussion was deferred to the July Board meeting.

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.
None

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.
The meeting was adjourned at 7:30 pm.

PASSED AND APPROVED THE 27th DAY OF June, 2017.


MATTHEW OLGUIN, Chair FOR

ATTESTED BY:


JEFF KIKEL, Secretary FOR

