



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, MAY 23, 2017 AT 6:30 PM
City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- 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 type="checkbox"/> Jeff Kikel Place Seven, Secretary |

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 Members Troy Storm and Jeff Kikel absent.
- A.2 Board Members Opening Comments.
Chairman Olguin welcomed everyone to the meeting.
- 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 Scheduled.

STAFF REPORTS (DISCUSSION ONLY)

- B.1 Update And Review Of Estimated 2017-2018 Revenues, Expenditures, And Fund Balance.
(Chad Tustison, Assistant Finance Director)
Chad Tustison, Assistant Finance Director distributed copies of the 2018 report on revenues, expenditures and fund balance to the Board for review.

Chad noted that current year hotel tax collections were about 11% above budget. If this trend continues, projected revenues would be approximately 14% over the 2017 estimate,

or about \$875,000 projected revenues for 2018. This also takes into account three (3) new hotels opening sometime in 2018 as well.

CONSENT AGENDA

Pursuant To Tourism Advisory Board Rule, the Consent Agenda consists of all items set forth on Agenda Items C.1, and C.2. The Consent Agenda May Be Approved By A Single Motion.

C.1 Approval Of The Minutes From The April 25, 2017 Tourism Advisory Board Meeting.

C.2 Authorization To Excuse The Absence Of Erin Miller From The April 25, 2017 Board Meeting.

Board Member Linda Ayotte moved to approve the Consent Agenda with a second by Board Member Erin Miller. The motion was approved 5-0 with Board Members Storm and Kikel absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

D.1 Consider Acceptance Of A Post-Event Report From The Austin Spurs In An Amount Not To Exceed \$44,703.

Chairman Olguin called up items D.1 and E.1.vii together to allow for a combined presentation.

Board Member Erin Miller was recused from discussions on both items. An Affidavit of Recusal is attached.

Tim Salier, with assistance from Perri Travillion, provided information related to the Post-Event Report and the 2018 request for funding. The Austin spurs had been approved for a total of \$50,000 for the 2017 NBADL season. Total expenditures for advertising and marketing was \$44,703, primarily for radio and print ads in the targeted market area from Waco/Killeen to San Antonio. This represented about 50% of the total expended for advertising, marketing, and promotions.

Paid ticket sales for the 2017 season totaled 73,968, an increase of 19.5% over the 2016 season.

The Spurs plus visiting teams and officials accounted for more than 600 hotel rooms, primarily at Candlewood Suites. In addition, room blocks were also used for training camps as needed and the team contracts with the Cedar Park Recreation Center practice sessions during the season.

The request for 2017-2018 (\$50,000) tracks the expenditures and purpose of the 2017 funding. However in 2018 there will be more home games at the HEB Center which will generate higher attendance and hotel room use.

Board Member Robert Schoen moved acceptance of the Post-Event Report in the amount of \$44,703. Board Member Joe Greco seconded the motion. The motion was approved 4-0 with Board Member Erin Miller recused and Board Members Storm and Kikel absent.

- D.2 Consider Acceptance Of A Post-Event Report From The Cedar Park Chamber For Cedar Fest In An Amount Not To Exceed \$15,000.

Chamber President Tony Moline advised the Board that the Cedar Fest Barbeque on March 31 and April 1 at Milburn was very successful. All of the \$15,000 requested HOT funds were expended for National and State-wide Advertising and Marketing to promote the Barbeque Cook-off and Cedar Park as a destination. Eligible expenses included mail outs, signage and promotional materials including press releases, and facebook advertising. Examples of marketing, advertising and promotional efforts and materials were provided for reference.

More than 3,500 attended the two day event including 280 cookers and 104 judges. Attendees included 336 participants from another city or county.

One hundred twenty-three (123) room nights were booked at various hotels in Cedar Park and area hotels. Room bookings were confirmed by in-person surveys of cookers and judges. Zip code information was also collected at the time of registration.

Board Member Joe Greco moved to accept the Post-Event Report for Cedar Fest. In the amount of \$15,000. Board Member Linda Ayotte seconded the motion. The motion was approved 5-0 with Board Members Storm and Kikel absent.

APPLICANT PRESENTATIONS (DISCUSSION ONLY)

- E.0 Presentations Of 2017-2018 Project Applications:

- E.1 Consider Presentations Of 2017-2018 Project Applications And Requests, Including:

- i. NOLA Texas Food and Music Festival TX. Stars/ HEB Center 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).

Jim Salamenta made the presentation on behalf of the Texas Stars. Jim reported that the NOLA Festival is tentatively scheduled for April 8, 2018 and the date will be confirmed as the schedule is finalized for the HEB Center.

NOLA is planned to be a one-day celebration of all things New Orleans and Texas. The festival will showcase some of the best cuisine, music, arts and crafts from both New Orleans and Texas. HOT funds in the requested amount of \$35,000 will be used to execute, advertise, promote the one day festival as well as secure talent and art vendors from New Orleans

- ii. Cheer America in an amount not to exceed \$15,000.
Board Member Erin Miller was recused from discussions on both items. An Affidavit of Recusal is attached.

Ruben Ortiz, Event Director reported the 2017-18 All Star Cheer and Dance Nationals event will be held on November 19, 2017. Projected to have over 80 teams, about 2,200 attendees. Cheer America will use the requested funds to help market the event in conjunction with the City of Cedar Park. This

includes social media, print ads, flyers and other various forms of advertising and marketing.

- 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).

Zena Vaughn, Marketing Director explained that ASTA is proposing a targeted marketing and advertising campaign will be directed to in-state, regional and national publications to increase ridership from potential passengers outside of the Cedar Park metro area who are likely to stay and play when they ride the train. The primary goal will be to encourage train passengers to book overnight accommodations in Cedar Park when they visit. The secondary goal will be to raise awareness of the City of Cedar Park's other FUN activities and dining options through cedarparkfun.com.

- iv. HEB Center At Cedar Park Digital Marketing in an amount not to exceed \$3,000.
Board Member Erin Miller was recused from discussions on both items. An Affidavit of Recusal is attached.

Ginny Van Doren presented information related to the H-E-B Center at Cedar Park request for funding in the amount of \$3,000 to pay for monthly advertising space on the H-E-B Center website. Funds will be used to promote CEDAR PARK FUN and Cedar Park hotel/motel properties. The promotion will consist of banner advertising on the homepage, which will include a static CEDAR PARK FUN graphic. CEDAR PARK FUN and Cedar Park hotels/motels will also be highlighted in the "Plan Your Visit" section of the website with an interactive visitor's guide to hotels and restaurants in Cedar Park.

- v. Cedar Fest Barbeque Cook-Off in an amount not to exceed \$15,000.
Tony Moline stated that HOT funds will be used for National and State-wide Advertising and Marketing to promote the Barbeque Cook-off and Cedar Park as a destination. Eligible expenses included mail outs, signage and promotional materials including press releases, and facebook advertising. Examples of marketing, advertising and promotional efforts and materials had been provided with the Post-Event Report. Participation and attendance is projected to be very similar to the 2017 event.

- vi. Leander ISD-Rouse HS in an amount not to exceed \$10,000.
Jacob Thompson, Head Volleyball Coach at Rouse High School advised the Board This will be the 6th Annual Volleypalooza Tournament. The nation's second largest high school volleyball tournament. This This tournament, attended by at least 64 teams each year, is estimated to generate more than \$250,000.00 annually during the 3-4 days the tournament takes place in the City of Cedar Park.

- vii. Austin Spurs in an amount not to exceed \$50,000.
Board Member Erin Miller was recused from discussions on both items. (An Affidavit of Recusal is attached.)

Tim Salier had presented the 2018 request under Item D.1.

- viii. Texas Museum of Science & Technology (TXMOST) in an amount not to exceed \$29,000.
Ed Slane, Director of Finance reported that TXMOST was requesting \$29,000 in HOT funds to provide marketing and advertising to promote the museum to a broader attendance market. This year their attendance has exceeded 60,000 paid customers annually but they have barely reached their intended market areas.
- TXMOST is in the process of designing and implementing rack cards to be placed at local hotels and other attractions. They are also implementing a better tracking system so they will be able to track zip codes and hotel stays.*
- ix. 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. Duane had advised the applicant of potential conflicts with the date proposed and also advised the Board that a formal application has not been received at this time.
- x. Crafts and Classics in an amount not to exceed \$35,000.
Board Member Erin Miller was recused from discussions on both items. (An Affidavit of Recusal is attached.)

Duane advised the Board that the applicant had indicated that this event would not occur this year nor next.

- E.2 Review 2017-2018 Proposed Advertising, Marketing, And Promotion Expenditures.
- i. Advertising, Marketing, And Promotion in an amount not to exceed \$172,966.46.
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.

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, June 27, 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 8:15 pm.

PASSED AND APPROVED THE 27th DAY OF June, 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 the 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 Items **D.1** on the Tourism Advisory Board Agenda dated **May 23, 2017**.

Witness Jill Hoffman

Erin Miller
Signature of Elected or Appointed Public Official

May 23, 2017
Date

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]

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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

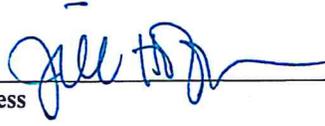
BEFORE ME, the undersigned authority, this day personally appeared _____ (name of affiant) and by oath stated that he facts hereinabove state are true and correct to the best of (his/her) knowledge or belief. Sworn to and subscribed before me on this _____ day of _____, 20__.

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 Items **E.1.i; E.1.ii, E.1.iv, E.1.vii, and E.1.ix** on the Tourism Advisory Board Agenda dated **May 23, 2017**.

Witness 


Signature of Elected or Appointed Public Official

May 23, 2017
Date

AFFIDAVIT OF RECUSAL

THE STATE OF TEXAS §
COUNTY OF WILLIAMSON §

I, **Robert Schoen** 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:

Austin Steam Train Association
[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.iii** on the Tourism Advisory Board Agenda dated **May 23, 2017**.

Witness [Signature]

[Signature]
Signature of Elected or Appointed Public Official

5/23/17
Date