



## MINUTES

**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
TUESDAY, JUNE 27, 2017 AT 6:30 PM  
City Council Chambers, Building Four  
450 Cypress Creek Road, Cedar Park, Texas 78613**

### BOARD MEMBERS

- |   |   |
|---|---|
| <input 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 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.  
*Vice Chair Troy Storm called the meeting to order at 6:30 pm. A quorum of the Board was present with Chairman Matthew Olguin and Secretary Jeff Kikel 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 Citizen Comments 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)  
*The Board received an update from Chad Tustison on projected Revenues, Expenditures and Fund Balance for 2018. Revenues are projected to increase by 14% for an total revenue of \$887,000. Expenditures are projected to be \$656,000 with an end of year Fund Balance projected to be \$1,966,293. Chad also projected a minimum reserve of \$147,763 leaving a net available Fund Balance of \$1,818,530.*

## CONSENT AGENDA

*Pursuant To Tourism Advisory Board Rule, the Consent Agenda consists of all items set forth on Agenda Items C.1, C.2, C.3, C.4, C.5, and C.6. The Consent Agenda May Be Approved By A Single Motion.*

- C.1 Approval Of The Minutes From The May 17, 2017 Tourism Advisory Board Special Called Budget Work Session.
- C.2 Approval Of The Minutes From The May 23, 2017 Tourism Advisory Board Meeting.
- C.3 Authorization To Excuse The Absence Of Matthew Olguin From The May 17, 2017 Special Called Budget Work Session.
- C.4 Authorization To Excuse The Absence Of Troy Storm From The May 17, 2017 Special Called Budget Work Session.
- C.5 Authorization To Excuse The Absence Of Jeff Kikel From The May 23, 2017 Tourism Advisory Board Meeting.
- C.6 Authorization To Excuse The Absence Of Troy Storm From The May 23, 2017 Tourism Advisory Board Meeting.

***Board Member Joe Greco moved to approve the Consent agenda, Board Member Linda Ayotte seconded the motion. The Motion was approved by a majority of 5-0 with Board Members Olguin and Kikel absent.***

## REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- D.1 Consider Approval Of 2017-2018 Project Requests In The Amount Of \$192,000, Including:
  - i. NOLA Texas Food and Music Festival TX. Stars/ HEB Center in an amount not to exceed \$35,000.
  - ii. Cheer America in an amount not to exceed \$15,000.
  - iii. Austin Steam Train Association in an amount not to exceed \$35,000.
  - iv. HEB Center At Cedar Park Digital Marketing in an amount not to exceed \$3,000.
  - v. Cedar Fest Barbeque Cook-Off in an amount not to exceed \$15,000.
  - vi. Leander ISD-Rouse HS in an amount not to exceed \$10,000.
  - vii. Austin Spurs in an amount not to exceed \$50,000.
  - viii. Texas Museum of Science & Technology (TXMOST) in an amount not to exceed \$29,000.

***Duane Smith reviewed these items with the Board. Two of the original proposals, Team Trails and the Craft Beer Festival had been withdrawn.***

***Board Member Erin Miller moved to recommend funding for Tourism Projects as listed in an amount not to exceed \$192,000. Board Member Linda Ayotte seconded the motion. The Motion was approved by a majority of 5-0 with Board Members Olguin and Kikel absent.***

D.2 Consider Approval Of 2017-2018 Advertising, Marketing, And Promotion Expenditures In The Amount Of \$172,966.46.

*Duane Smith explained that the proposed Advertising and Marketing Expenditures included funding for the Native Texan Program as previously presented to the Board.*

*Board Member Joe Greco moved to recommend funding for Advertising, Marketing, and Promotions in an amount not to exceed \$172,966.46. Board Member Erin Miller seconded the motion. The Motion was approved by a majority of 5-0 with Board Members Olguin and Kikel absent.*

*On Motion by Board Member Linda Ayotte and second by Board Member Robert Schoen the Board moved approval of the 2018 Revenues, Expenditures, and Fund Balance as presented by staff which includes: Marketing, and Promotion expenditures of \$222,967 including print media-\$49,929; Digital and Social Media-\$27,588; Web Site and Travel-\$10,000; HEB Center Sponsorship-\$16,000; and Marketing Consultant Services-\$50,000 by a majority vote of 5-0 with Board Members Olguin and Kikel absent..*

#### 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.)*

E.1 Board Members Closing Comments.

*The Chair recognized representatives of Scout Troop 233 of the Capitol Area Council who were attending the meeting as part of efforts to obtain the Eagle Scout Merit Badge.*

Next Regular Scheduled Tourism Advisory Board Meeting: **Tuesday, July 25, 2017** at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

F.1. Adjournment.

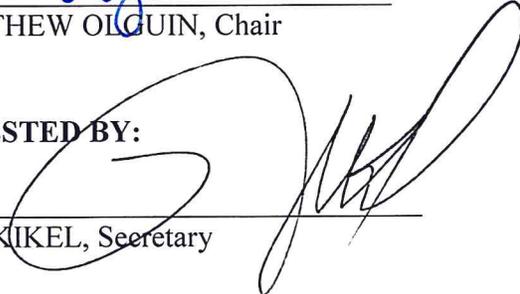
*The Meeting was adjourned at 7:05 pm.*

**PASSED AND APPROVED THE 25<sup>th</sup> DAY OF JULY, 2017.**



\_\_\_\_\_  
MATTHEW OLGUIN, Chair

ATTESTED BY:



\_\_\_\_\_  
JEFF KIKEL, Secretary