CEDAR PARK

REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, SEPTEMBER 26, 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
☐ Robert Schoen, Place One
☐ Linda Ayotte, Place Three, Secretary
☐ Joe Greco, Place Four, Vice Chair,
☐ Tona Allen, Place Five
☐ Troy Storm, Place Six
☐ Jeff Kikel Place Seven.

AGENDA

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

A.2 Board Members 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.)

A.4 Presentations:
a) Cedar Park Hotel Representatives Regarding Occupancy Rates And Opportunities For Events.

STAFF REPORTS
(DISCUSSION ONLY)

B.1 Update On New Marketing And Social Media Opportunities. (April Bear, Tourism Manager)

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 August 25, 2017 Tourism Advisory Board Called Meeting.

C.2 Authorization To Excuse The Absence Of Board Member Troy Storm From The August 25, 2017 Board Meeting.

C.3 Authorization To Excuse The Absence Of Board Member Jeff Kikel From The August 25, 2017 Board Meeting.

REGULAR AGENDA
(DISCUSSION AND POSSIBLE ACTION)

D.1 Consider Board Designations For Sub-Committee Members.

D.2 Consider Opportunity To Address Hotel Occupancy Concerns And Develop A Multi-Year Visitor Development Strategy.

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.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, October 24, 2017 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

F.1. Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Regular Called Meeting of the Tourism Advisory Board of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

'17 SEP 22 PM 1:51

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Date Stamped (Month, Day, Year, AM/PM, Time)

Duane Smith,
Tourism & Community Development Manager

The Cedar Park City Hall Complex Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)