



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, AUGUST 22, 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 checked="" type="checkbox"/> Tona Allen, Place Five |
| <input checked="" type="checkbox"/> Linda Ayotte, Place Three | <input type="checkbox"/> Troy Storm, Place Six, Vice Chair | <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.
The meeting was called to order by Chairman Matthew Olguin at 6:30 pm. A quorum of the Board was present with Board Members Jeff Kikel and Troy Storm absent.
- A.2 Board Members Opening Comments.
a) Introduction And Welcome Of Tona Allen, Board Member Place 5.
The Board recognized and welcomed Board Member Tona Allen, Place 5. Ms. Allen commented on her background in the Hospitality Industry and looked forward to working with the Board.
- 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 Quarterly Report On 2016-201 Revenues, Expenditures, And Fund Balance. (Chad Tustison, Assistant Finance Director)
Chad Tustison, Assistant Finance Director distributed copies of the Third Quarter Financial Report on Revenues, Expenditures, and Fund Balance for Board review.

Chad noted that Revenues for the Third Quarter totaled \$572,497, an increase of sixteen percent (16%) above the same period last year and \$32,000 above Budget. Total Expenditures as of the end of the Third Quarter totaled \$440,619 or about sixty-five percent (65%) of the total budgeted expenditures for 2017-2018.

- B.2 Report On Texas Association Of Convention & Visitor Bureaus (TACVB) Conference.
(April Bear, Tourism Manager)

April Bear, Tourism Manager advised the Board of the opportunity to attend the Texas Association of Convention & Visitors Bureau (TACVB) Annual Conference August 15-17. She said this was a great opportunity to meet and visit with Tourism Professionals from throughout the State of Texas and adjoining states as well. She also noted the information she had received by attending seminars on a variety of tourism related topics and to interact with representatives of several vendors who could provide services in marketing, especially tracking of social media programs and other interactive services.

April said she would be investigating some of these opportunities and would advise the Board of future plans to enhance the visitor experience and develop additional ways to attract people to Cedar Park.

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 July 25, 2017 Tourism Advisory Board Called Meeting.
- C.2 Authorization To Excuse The Absence Of Board Member Troy Storm From The July 25, 2017 Board Meeting.
- C.3 Authorization To Excuse The Absence Of Board Member Robert Schoen From The July 25, 2017 Board Meeting.
Board Member Joe Greco moved approval of the Consent Calendar. Board Member Linda Ayotte seconded the motion. The Board approved the Motion with an affirmative vote of 5-0 with Board Members Kikel and Storm absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- D.1 Consider Election Of Tourism Advisory Board Officers For 2017-2018.
The Chairman called for the election of Board Officers per Board Rules. Duane Smith reminded the Board that the officers serve a one-year term

Board Member Robert Schoen moved the nomination of Matthew Olguin for Chairman. Board Member Linda Ayotte seconded the Motion. The Motion was approved by majority vote with Board Members Kikel and Storm absent.

Board Member Linda Ayotte moved the nomination of Joe Greco for Vice Chair. Board Member Robert Schoen seconded the Motion. The Motion was approved by majority vote with Board Members Kikel and Storm absent.

Board Chair Matthew Olguin moved the nomination of Linda Ayotte for Secretary. Board Member Joe Greco seconded the Motion. The Motion was approved by majority vote with Board Members Kikel and Storm absent.

D.2 Consider Board Designations For Sub-Committee Members.

Chairman Olguin opened the discussion for sub-committee members. It was noted that Sub-committees should consist of no more than three (3) members and will meet “as needed” at a time and place to be determined and that a member may serve on multiple sub-committees.

The Board reviewed the existing sub-committees and accepted sub-committees as follows:
Marketing and Advertising Subcommittee

*Tona Allen
Troy Storm
Joe Greco*

Hotel and Lodging Industry Subcommittee

*Linda Ayotte
Jeff Kikel
Tona Allen*

Funding Applications, Procedures, and Guidelines Subcommittee

*Robert Schoen
Joe Greco
Linda Ayotte*

Jill Hoffman explained that Cedar Park is no longer a certified local government, but that does not and should not preclude the Board having the sub-committee.

Historic Preservation Subcommittee

*Troy Storm
Jeff Kikel
Joe Greco*

Board Member Linda Ayotte moved that the Sub-committee members be approved as revised. Board Member Tona Allen seconded the motion. The Board approved the Motion with an affirmative vote of 5-0 with Board Members Kikel and Storm absent.

D.3 Consider A Request To Meet With Cedar Park Hotel Representatives.

Duane Smith reported that at a meeting with Cedar Park Tourism Partners meeting was held on Tuesday August 8. Several hotels expressed concern with the low rates of Hotel Occupancy during the summer months, specifically the month of June and July. Several suggestions were expressed including a lack of events and promotion of local hotels. It was also suggested that perhaps there was an absence of sufficient promotion of other community assets that could be used to encourage overnight visitors to Cedar Park and enhance hotel accommodations.

After Board discussion, Board Member Linda Ayotte moved to invite hotel representative to attend the September 26th Board Meeting and present their concerns and suggested options. Board Member Robert Schoen seconded the Motion. The Board approved the Motion with an affirmative vote of 5-0 with Board Members Kikel and Storm 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.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, September 26, 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 7:07 pm.

PASSED AND APPROVED THE 26th DAY OF SEPTEMBER, 2017.



MATTHEW OLGUIN, CHAIR FOR

ATTESTED BY:



LINDA AYOTTE, SECTARY