



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, OCTOBER 24, 2017 AT 6:30 PM
City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

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

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Chairman Olguin called the meeting to order at 6:30 pm and noted the presence of a Quorum with Board Members Linda Ayotte and Jeff Kikel being absent.
- A.2 Board Members Opening Comments.
There were no opening comments from 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's Communications were received.
- A.4 Presentations:
a) Cedar Park Hotel Representatives Regarding Hotel Occupancy And Additional Events And Activities.
Chairman Olguin welcomed representatives of the Cedar Park hotels in attendance and recognized Mike McCloskey for a presentation.

Mike McCloskey, as a representative of Cedar Park Hotels, provided a presentation related to hotel tax expenditures. Mike was the only hotel representative present. Mike reviewed past history of hotel tax expenditures for events and noted that the hotel occupancy rate of 7% generally produced a return of \$3.44 to \$3.80 per room. According to Mike, it takes \$10,000 in hotel room revenue to generate \$700 in hotel occupancy tax. If was suggested the Tourism Board adjust event support incentives accordingly.

Mike also suggested tourism staff invest more in travel to recruit events to Cedar Park and that Cedar Park hotels would welcome and support this type of investment.

STAFF REPORTS (DISCUSSION ONLY)

- B.1 Review Of Hotel Occupancy Rates. (Duane Smith, Tourism Staff)
The Chair recognized Tourism staff representative Duane Smith for a report on Hotel Occupancy data.

Duane reminded the Board that at the August meeting the Board requested staff to prepare a history of hotel occupancy. Smith noted that a partial compilation of information is provided to address this request.

Smith explained that Slide two is a compilation of occupancy from 2008 to 2016. During this time we obtained information from Source Strategies. While informative, to a degree, the information was only available on a Quarterly basis.

Beginning in 2016, staff found a better source of information...STR. The data they provide is on a weekly basis. This seems to provide more meaningful information. Also the data presented compares occupancy with the same time period in the prior year.

Duane then reviewed each of the slides and reminded the Board that this information was only one tool to help track occupancy trends over a period of time.

- B.2 Review Of 2017 Marketing, Advertising, And Tourism Promotions. (April Bear, Tourism Manager)
The Chair recognized April Bear, Tourism Manager for a report.

April provided a detailed report on marketing, advertising, and promotional activities that have occurred in 2017, especially since July when she joined the department. She provided examples of a variety of print ads, digital promotions and discussed lead generators.

April also provide a recap of social media efforts including Facebook, Twitter, Instagram, Web Site Performance and Visit Widget.

For FY 18, April has established goals of 75K website hits, 40K inquiries, an increase in fan base, and to closely monitor CTRs on all ad placements.

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, and C.4. The Consent Agenda May Be Approved By A Single Motion.

- C.1 Approval Of The Minutes From The September 26, 2017 Tourism Advisory Board Called Meeting.
C.2 Authorization To Excuse The Absence Of Chairman Matthew Olguin From The September 26, 2017 Board Meeting.
C.3 Authorization To Excuse The Absence Of Board Member Robert Schoen From The September 26, 2017 Board Meeting.

- C.4 Authorization To Excuse The Absence Of Board Member Troy Storm From The September 26, 2017 Board Meeting.
Board Member Robert Schoen moved approval of the Consent Calendar. Board Member Joe Greco seconded the motion. The Board approved the Motion with an affirmative vote of 5-0 with Board Members Kikel and Ayotte absent.

**REGULAR AGENDA
(DISCUSSION AND POSSIBLE ACTION)**

- D.1 Consider Opportunities To Address Hotel Occupancy Concerns.
The Chair recognized Duane Smith for comments.

Duane noted that there was a planning subcommittee recently established by the Board. April has already coordinated a meeting of the group and they would be discussing new events and other activities to promote visitor development opportunities in Cedar Park.

No action was taken.

- D.2 Consider October 12th Presentation And Commentary With City Council.
The Chair recognized April Bear, Tourism Manager.

April Bear, Tourism Manager provided information related to the presentation and discussion with City Council. She explained that at the meeting, the 2018 Marketing Services agreement with Rhyme and Reason had been approved. April also explained that City Council had questions regarding the number of events sponsored by Hotel Tax funds and suggested that these entities be carefully reviewed in the future.

No action was taken.

- D.3 Consider A Request To Amend the Fiscal Year 2018 Budget To Fund A Full Time Administrative Assistant Position In The Tourism Department At An Amount Not To Exceed \$40,000.
The Chair recognized Phil Brewer, Economic Development Director to present the item for Board consideration.

Phil explained this item was a request was for Board approval of an amendment to the 2018 Budget to provide for a full time Administrative Assistant in the Tourism Department at in an amount not to exceed \$40,000. Phil noted this position was specifically designed to provide the Tourism Manager assistance in meeting the operational details of the Department and allow for more opportunities to recruit prospects to Cedar Park venues and attend state and regional association meetings.

Board Member Troy Storm moved to approve the request to amend the Fiscal Year 2018 Budget to fund a full time Administrative Assistant in the Tourism Department at an amount not to exceed \$40,000. Board member Joe Greco seconded the Motion. The motion was approved by majority vote of 4-0 with Board Member Allen abstaining and Board Members Ayotte and Kikle 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.

There were no closing comments.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, November 28, 2017 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

F.1. Adjournment.

There being no further business for consideration by the Tourism Advisory Board, the Chair adjourned the meeting at 7:25 pm.

PASSED AND APPROVED THE 28th DAY OF NOVEMBER, 2017.



MATTHEW OLGUIN, CHAIR

ATTESTED BY:



LINDA AYOTTE, SECTARY