CEDAR PARK

REGULAR CALLED MEETING OF THE
TOURISM ADVISORY BOARD
Tuesday, May 25, 2021 at 6:30 p.m.
City Council Chambers
450 Cypress Creek Road, Building Four
Cedar Park, Texas 78613

BOARD OF DIRECTORS

☐ Linda Ayotte, Place 6, Chair
☐ Robert Schoen, Place 1
☐ Jonathan Edwards, Place 2
☐ Al K. Shivji, Place 3
☐ Malin Daniels, Place 4, Vice-Chair
☐ Sean Christopher, Place 5
☐ Matthew Olguin, Place 7, Secretary

Link for meeting: https://mtg.cedarparktexas.gov/Tourism
Event Password: CedarPark2021
United States Toll Free: 1-844-992-4726
Access code: 182 078 3319

AGENDA

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

A.2 Public Communications. (Regarding items not listed on this agenda. Three Minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)

A.3 Board Members' Opening Comments.

STAFF REPORTS
(DISCUSSION ONLY)

B.1 Review April - May Hotel Occupancy Rates. (Saridon Stanton, Tourism Manager)

B.2 Update on Visiting Hockey Teams, City of Cedar Park Special Events, and City Budget Process. (Saridon Stanton, Tourism Manager)

B.3 Update of Town Center Pedestrian Tunnel Project. (Saridon Stanton, Tourism Manager)

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

C.1 Approval Of The Minutes Of The April 27, 2021 Regular Called Meeting.

C.2 Consider Presentation from Rouse High School Athletic Booster Club for 2020-2021 Hotel Occupancy Tax Project Application And Funding Request In An Amount Not To Exceed $10,577.25. Presentation Not To Exceed 5 Minutes.

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.)

D.1 Board Member Closing Comments.

Next Regular Scheduled Tourism Advisory Board Meeting: **Tuesday, June 22, 2021 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

E.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.

Any final action, decision, or vote on a matter deliberated in Closed Executive Session shall be made in an open meeting pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code.

Certain information may be presented to and by the Tourism Advisory Board, under the headings of "Citizen Communications", and "Board Members' Comments" 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

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

I certify that the above notice of the Regular Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building 4, Cedar Park, Texas. This notice was posted on:

MAY 21 2021 AM10:32

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

The Cedar Park City Hall Campus and Council Chambers 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 the City Secretary's Office at (512) 401-5002 or FAX (512) 401-5003 for further information.

Saridon Stanton

Saridon Stanton,
Tourism Manager

Notice Removed: _____

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

CITY OF CEDAR PARK
2018-2020 **STRATEGIC GOALS**

DISTINCTLY CEDAR PARK

PURPOSE

Cedar Park is a unique location with a distinct identity shaped by its distinguishing projects and programs.

OBJECTIVES

- Encourage unique and distinctive developments
- Revitalize Bell Boulevard area
- Create gathering places, including parks and library
- Design special events that attract people to Cedar Park
- Leverage the value of aesthetics on community culture

OPEN HERE, GROW HERE

PURPOSE

Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

OBJECTIVES

- Identify markets and actively recruit targeted industries and employers
- Evaluate economic development tool box
- Protect areas already designated for business
- Develop and launch business retention program

SAFETY IS TOP-OF-MIND

PURPOSE

Our community feels safe, secure and comfortable.

OBJECTIVES

- Ensure timely and appropriate response for calls for service
- Provide resources necessary to meet community expectations
- Enhance citizen safety level

CEDAR PARK

OPERATIONAL & FISCAL EXCELLENCE

PURPOSE

Deliver high-quality services in a fiscally-responsible manner.

OBJECTIVES

- Provide high-value services to our community
- Demonstrate fiscal responsibility
- Improve and ensure a well-maintained infrastructure, including storm water
- Attract and retain a qualified workforce

LINK PEOPLE, PLACES & THINGS

PURPOSE

Improve mobility through multi-modal transportation options that best serve the community's needs.

OBJECTIVES

- Continue implementing Roadway Master Plan
- Expand pedestrian and bike networks
- Complete Transit Study
- Use technology to improve traffic/mobility
- Advance 183A frontage road project

STRONG COMMUNITY CONNECTIONS

PURPOSE

Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

OBJECTIVES

- Develop and leverage innovative ways to engage the community
- Evaluate and enhance current engagement programs
- Support development and recognition of board and commission members

SUSTAINABLE FUTURE

PURPOSE

Demonstrate responsible stewardship of community and natural resources.

OBJECTIVES

- Use our resources wisely
- Explore environmental programs
- Update Comprehensive Plan
- Support neighborhood maintenance