CEDAR PARK

REGULAR CALLED MEETING OF THE TOURISM ADVISORY BOARD
Tuesday, January 25, 2022 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
☐ Tom Spano, Place 5
☐ Matthew Olguin, Place 7, Secretary

Link for meeting: https://mtg.cedarparktexas.gov/Tourism
Event Password: CedarPark2022 (23327727 from phones)
United States Toll Free: 1-844-992-4726
Access code: 255 517 85402

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 November – January Hotel Occupancy Rates. (Saridon Stanton, Tourism Manager)

B.2 Update of Tourism Initiatives, Including New Brand, New Website, Visitor Attribution Software, Hoteliers Meeting, and 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.

B.3 Discuss Criteria For Hotel Occupancy Tax – Funded Sponsorship Qualification. (Saridon Stanton, Tourism Manager)

B.4 Discuss Hotel Staffing And Capacity Shortages. (Malin Daniels, Place 4)

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

C.1 Approval Of The Minutes Of The November 17, 2021 Regular Called Meeting.

C.2 Consider Presentation from Rouse High School Athletic Booster Club for 2021-2022 Hotel Occupancy Tax Project Application And Funding Request In An Amount Not To Exceed $11,282.40.

C.3 Consider Approval Of HOT Funds Application From The Austin Spurs In An Amount Not To Exceed $18,804.

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, February 22, 2022 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.

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.

CERTIFICATE

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:

JAN 21 2022 AM11:46

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: _____

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CITY OF CEDAR PARK

2021-2023 Strategic Goals

Livability & Sense of Place

Preserve a community that encourages connectedness, has a unique sense of place and commits to a high quality of life for all.

- **Strong community connections:** Foster a sense of community and engage residents.
- **Bell District:** Advance the significant public-private partnership through the successful commencement of Phase 1 development.
- **Recreation Opportunities:** Strengthen our portfolio of recreation and learning programs, events and facilities.
- **Capital Projects:** Dedicate the resources to design and construct the capital projects necessary.
- **Redevelopment Initiatives:** Develop redevelopment strategies that align with the community's long-term vision and add value to the surrounding area.
- **Placemaking:** Focus on aesthetics and public art to create a positive aesthetic experience, instilling pride and creating a unique identity.
- **Comprehensive Plan:** Adhere to the City's Comprehensive Plan.

Economic Vitality

Cultivate a vibrant business community and increase business investments in the community with successful commercial centers, additional employers, active destinations and support of existing businesses.

- **Economic Development Strategic Initiatives:** Attract targeted businesses to diversify and grow the tax base and increase primary job opportunities.
- **Projects that Make Cedar Park a Destination:** Attract regional destination development and entertainment centers.
- **Business Community:** Actively support existing business community
- **Tourism:** Expand and support tourism program to increase visitors and local commerce.
- **Hotel/Conference Center:** Identify partners to advance Hotel/Conference Center project.

CEDAR PARK

Service & Fiscal Excellence

Deliver high-value public services in a fiscally prudent and sound manner to meet the needs and expectations of our community, enhance the quality of life and continue being one of the safest cities in Texas.

- **Government Operations:** Ensure operations, practices and procedures result in high quality and resident-focused services.
- **Public Safety:** Prioritize and enhance public safety services so that our community feels safe and secure.
- **Financial Strength:** Maintain and enhance strong financial management to capitalize on City's fiscal strength and provide value for tax dollars.
- **Workforce:** Invest in the recruitment and retention of a talented and professional workforce.
- **Technology:** Ensure technology systems and resources to support and enhance reliable 24/7 operations.

Mobility & Connectivity

Safely and efficiently move people throughout the City and improve connectivity by adding alternate routes of travel to businesses, neighborhoods, jobs, parks, entertainment and services.

- **Comprehensive Mobility Master Plan:** Develop a clear vision for a diverse transportation system and adopt a Master Plan for improving multimodal connectivity.
- **Roadways:** Construct additional roadways or expand existing roadways to increase capacity.
- **Bike, Pedestrian & Trail:** Expand the City's network of trails, sidewalks, and bicycle lanes to provide more opportunities for trips on foot or bike.
- **Traffic Operations:** Invest in the use of technology to increase the efficiency of the existing roadway system.

Infrastructure & Environment

Preserve and enhance the tools and resources necessary to support critical infrastructure and sustainability initiatives.

- **Infrastructure:** Prioritize investments that support the quality and reliability of critical infrastructure.
- **Sustaining Infrastructure and Assets:** Invest in the maintenance of infrastructure and assets.
- **Environmental Stewardship:** Demonstrate responsible stewardship of community and natural resources.

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