



**REGULAR CALLED MEETING OF THE
TOURISM ADVISORY BOARD
Tuesday, March 23, 2021 at 6:30 p.m.**

BY FREE-OF-CHARGE VIDEOCONFERENCE ONLY

***IN THE INTEREST OF PUBLIC HEALTH & SAFETY,
PLEASE DO NOT COME TO THE CITY HALL CAMPUS***

Link for meeting: <https://mtg.cedarparktexas.gov/Tourism>

Event Password: CedarPark2021

United States Toll Free: 1-844-992-4726

Access code: 182 704 0178

BOARD OF DIRECTORS

- | | |
|--|---|
| <input type="checkbox"/> Robert Schoen, Place 1 | <input type="checkbox"/> Linda Ayotte, Place 6, Chair |
| <input type="checkbox"/> Jonathan Edwards, Place 2 | <input type="checkbox"/> Malin Daniels, Place 4, Vice-Chair |
| <input type="checkbox"/> Al K. Shivji, Place 3 | <input type="checkbox"/> Sean Christopher, Place 5 |
| | <input type="checkbox"/> Matthew Olguin, Place 7, Secretary |

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 Hotel Occupancy Rates. (Saridon Stanton, Tourism Manager)
- B.2 Review Private Short-Term Rental Hotel Occupancy Tax Collection.
(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 Update of Tourism Marketing Initiatives. (Saridon Stanton, Tourism Manager)
- B.4 Update of Current Events, Including THSSBC 2022 State Championships, Austin Ninjas Regional Competition, Austin Figure Skating Club 2021 Bluebonnet Competition, and Greater Austin Comic Con. (Saridon Stanton, Tourism Manager)
- B.5 Update of Town Center Pedestrian Tunnel Project. (Saridon Stanton, Tourism Manager)

CONSENT AGENDA

(Pursuant To Tourism Advisory Board Rules, the Consent Agenda consists of all items set forth on Agenda Item B.1. The Consent Agenda May Be Approved By A Single Motion.)

- C.1 Approval Of The Minutes Of The January 26, 2021 Regular Called Meeting.

REGULAR AGENDA **DISCUSSION AND POSSIBLE ACTION**

None.

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, April 27, 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 "Public 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:

MAR 19 2021 PM 1:50

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: _____

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

of the