



**THE CITY OF CEDAR PARK CITY COUNCIL AND
THE TOURISM ADVISORY BOARD
SPECIAL CALLED JOINT MEETING
JANUARY 10, 2019 AT 6:00 P.M.
450 Cypress Creek Road, Cedar Park TX 78613
Cedar Park City Hall – Building Six, Fire Admin. Training Room**

CITY COUNCIL

Corbin Van Arsdale, Mayor
Stephen Thomas, Council Place Two
Mel Kirkland, Council Place Two
Mike Guevara, Council Place Four

Anne Duffy, Mayor Pro Tem
Heather Jefts, Council Place Five
Dorian Chavez, Council Place Six
Brenda Eivens, City Manager

TOURISM ADVISORY BOARD

Matthew Olguin, Chair
Robert Schoen, Place One
Anne Miller, Place Two
David Jacobson, Place Three

Joe Greco, Vice Chair
Tona Allen, Place Five
Linda Ayotte, Place Six

AGENDA

- A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- B. Welcome/Introductions.
- C. Discussion Only:
 - 1. Review Of Council Strategic Goals And Vision.
 - 2. Review Of Active And Future Projects.
 - 3. Review Of The Tourism Advisory Board Role, Responsibilities, And Expectations.
- D. Closing Comments.
- E. 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 City Council. 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.

CERTIFICATE

I certify that the above notice of the Joint Meeting between the City Council and the Tourism Advisory Board of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

Date Posted: _____

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

The Cedar Park City Hall Campus Meeting Rooms 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.

LeAnn M. Quinn, TRMC
City Secretary

Notice Removed: _____

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

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