

MINUTES
Tourism Advisory Board
Meeting of February 28, 2019

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, February 28, 2019, at 6:00 pm. in the Administration Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Alice Chase, Randall Chase, Zina Martin, Michaela Kral, and Alexander Ray. Traci Uncel-Martin was absent with prior notice. Joshua Choate was absent. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patricia Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator.

I. Call the meeting to order.

Meeting was called to order at 6:22 PM, declared an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the November 1, 2018 Special Called Meeting, the January 10, 2019 Special Called Meeting, and the January 31, 2019 Special Called Meeting

This item was tabled till next regular meeting.

III. Review executive summary to strategic plan.

The board conducted three strategic planning workshops with facilitator Bob Phillips of Improving Your Success. The board received and reviewed the executive summary provided by Mr. Phillips and discussed the four areas their plan would focus on: Entertainment Product Development, Policy, Communication, and Partnerships.

The board will, in subsequent meetings, discuss each focus area separately and create action plans to achieve the goals set forth by the strategic plan. The board will begin with Communication and Partnerships and chose to hold off discussion of Entertainment Product Development until after the May election.

Concerning partnerships, it was recommended by staff that ex officios from EDC, Parks and Recreation, and possible other departments be invited to assist in the creation of pathways for goal achievement.

Once the strategic plan is fully vetted, regular meetings will most likely occur five to six times per year or on an as needed basis.

IV. Review and Update alcohol ordinance revisions.