

MINUTES
Tourism Advisory Board
Meeting of March 28, 2019

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, March 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: Michaela Kral, Zina Martin, Alexander Ray and Traci Uncel-Martin. Josh Choate was absent with prior notice. Alice Chase and Randall Chase were absent. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Alison Ream, Director of Communications, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Adriana Huizar, Director of Sales and Marketing for the Fairfield Inn & Suites Dallas Cedar Hill.

I. Call the meeting to order.

Meeting was called to order at 6:17 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, the January 31, 2019 Special Called Meeting, and the February 28, 2019 Regular Meeting.

A motion was made by Michaela Kral, seconded by Zina Martin, to approve the minutes of the January 10, 2019 Special Called Meeting. The motion passed unanimously.

Approval of the Minutes of the November 1, 2018 Special Called Meeting, the January 31, 2019 Special Called Meeting, and the February 28, 2019 Regular Meeting was tabled.

III. Elect Chair and Vice-Chair.

A motion was made by Traci Uncel-Martin, seconded by Alexander Ray, to nominate Michaela Kral as board Chair. The motion passed by a vote of 3-0, with one abstention.

Zina Martin volunteered as Vice-Chair.

IV. Receive presentation on Nature Corridor.

The board received a presentation from Communications Director Alison Ream on the future of the Cedar Hill Nature Corridor. Ream touched on Cedar Hill's unique topography and diverse ecosystem and discussed the importance of preservation and accessibility. As explained by Ream, the City Council's long-term vision for the Nature Corridor is two-pronged. First is to maintain Cedar Hill's natural resources through partnerships with local parks, Dogwood Canyon Audubon, Texas Parks & Wildlife Department, Texas Department of

Transportation, and Dallas County; and second is to provide citizens and visitors access to these resources.

In the short-term, with the completion of the 1382 trail on the horizon, comes the opportunity to brand what will soon be a signature piece of access to the Nature Corridor. Ream expounded on the branding process, stating a creative consultant has been selected and is currently working alongside City staff to conduct focus group meetings with key stakeholders. Information collected from the focus groups would be used to select potential names for the 1382 trail. The target date to select and recommend a trail name to City Council is June 11, 2019.

V. Discuss upcoming events, exhibits, and activities.

Staff discussed with the board opportunities for community and visitor engagement. Invitations to the Audubon Photography Awards Exhibit opening reception were distributed. Staff will also provide the board a link to register as a volunteer for EarthX and send notice of all future partnership opportunities.

Michaela Kral made mention of the Dogwood Canyon Audubon Center's Guided Flowering Dogwood Blooms Hikes, March 30 – April 7, 2019.

VI. Reports from staff.

- Board's recommendation to City Council concerning the sale of alcohol for on-premise consumption was successful
 - The new ordinance passed by a 7-0 vote
 - The ballot for the May 4, 2019 election to include a referendum for the sale of alcohol for off-premise consumption
- Hotel Convention Center
 - Land acquisition anticipated to close the beginning week of April 2019
 - Ground breaking scheduled for June 2019
 - 90% of design has been approved
 - Public and private funding has been secured
 - City portion budgeted at \$7.2 million
 - Final project presentation to City Council for consideration is anticipated at the April 25, 2019 City Council Meeting
- Joe Pool Lake access
 - The City has been in discussion with the Cedar Hill State Park and the U. S. Army Corp of Engineers to construct a facility to provide public access to Joe Pool Lake
 - Cedar Hill State Park seeking to partner with the City
 - Parties anticipated to enter back into negotiations in mid-April 2019
 - Texas Parks & Wildlife Department recently approved a proposal to allow consumption of alcohol on Cedar Hill State Park property and at two other parks in the state

VII. New Business.

- Adriana Huizar, Director of Sales and Marketing for the Fairfield Inn & Suites Dallas Cedar Hill requested a board application and to be included on the Tourism Advisory Board email list
- Meeting date for May to be determined

VIII. Review action items.

1. Set May meeting date.
2. Add Adriana Huizar to email list and send board application.
3. Provide board the sign-up link to volunteer for EarthX.

IX. Adjourn.

Meeting was adjourned at 6:53 PM.

ATTEST:


Lauren McCarty,
Tourism Coordinator


Michaela Kral
Tourism Advisory Board Chair