

MINUTES
Tourism Advisory Board
Meeting of July 26, 2018

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday July 26, 2018, 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, Joshua Choate, Michaela Kral, Zina Martin, Traci Uncel-Martin and Alexander Ray. The following City staff member was present: Patricia Bushart, Tourism Marketing Manager.

I. Call the meeting to order.

Meeting was called to order at 6:02 PM, declared an open meeting with notice of the meeting duly posted and a quorum present.

II. Welcome new and returning board members.

Returning board members Randall Chase of the Cedar Hill Chamber of Commerce and Joshua Choate of Cedar Hill State Park served to welcome new members. Those members were:

- Alice Chase – travel blogger 'Thrill of the Chases,' marketing professional in the luxury sports car sector
- Michaela Kral – Dogwood Canyon Audubon Center, Administrative and Finance Manager, and marketing
- Zina Martin – entrepreneur, freelance artist and designer, business owner in Historic Downtown
- Traci Uncel-Martin – court employee with desire to help better the community
- Alexander Ray – property management businessowner looking for community engagement opportunities

III. Approve the Minutes of the October 26, 2017 Regular Meeting.

Joshua Choate made a motion, seconded by Randall Chase, to approve the minutes of the October 26, 2017 Regular Meeting.

IV. Discuss board mission, vision and values.

The board was provided the mission, vision and value statements adopted by the inaugural Tourism Advisory Board created in 2013. With the January 2018 adoption of Resolution No. R18-508 creating the new board, the opportunity to revisit and revise these tenets, if desired, will be at the board's discretion.

V. Review tourism initiative activities to date.

The board reviewed a tourism initiative timeline dating from opening of the first lodging facility in 1998 to 2018, that includes construction of the FM 1382 trail and completion of a marina location study.

In addition, the board viewed a PowerPoint presentation with primary concentration on activities begun in 2013 with the appointment of a branding campaign committee that ultimately became the Tourism Advisory Board. The review included discussions of:

- Vision, mission and values
- City Council adoption of related plans and initiatives impacting tourism:
 - City Center development – entertainment & Signature Park
 - Growing Green initiative – conservation, messaging, marketing
 - Green partnerships – Cedar Hill State Park, Dogwood Canyon Audubon, Newman International, Cedar Ridge Preserve, U.S. Army Corps of Engineers, Dallas County, N. Central Texas Council of Governments
 - North Texas Hill Country Resort concept
- Prioritized initiatives developed by 2013 Tourism Advisory Board and review of each opportunity's progress to date
- Review of Hotel Occupancy Tax statute, local ordinance and appropriate use of funds
- City Council strategic initiatives for FY 2018
 - Bond referendum and extension of Crime Control Police District (5 years)
 - Clear cut movement on Hotel/Conference Center
 - Messaging and marketing of citizen's quality of life enhancements
 - Direction to staff to continue building on and enhancing 'Green' partnership opportunities
- Tourism partnerships, education and affiliations in Life's better in a 'State of travel' initiatives
- Discussion of tourism as a business with local and statewide statistics and economic impacts
- Cedar Hill tourism trade shows, exhibits and sponsorships
- Tourism staff wins for 2017 and 2018
- Review of initiatives currently underway
- List of local boards, organizations, partners and friends actively contributing to the current tourism initiatives, and;
- Team *Outdoorable* – those organizations and affiliations that work cooperatively to protect and preserve Cedar Hill's natural assets and amenities

VI. Discuss future meeting format and frequency.

Based on the experience of the previous board, it is most likely that meetings will continue to occur on the fourth Thursday of the month, but at 6:00 pm rather than the previously set time of 3:00 pm.

The board was apprised of the intent to develop a new strategic plan beginning in the new fiscal year, understanding that the meetings will be facilitator-led and will occur over three