

MINUTES
Tourism Advisory Board
Meeting of April 27, 2017

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday April 27, 2017, at 3:00 PM in the Administration Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Joshua Choate, Gina Daskocil, Anita Hall and Haily Summerford. Ellette Battles and Shannon Powell Hart were absent. The following City staff members were present: Russell Read, Director of Customer and Visitor Experience, William Ford, Directory of Parks and Recreation, and Patricia Bushart, Tourism Marketing Manager.

I. Call the meeting to order.

Ms. Summerford called the meeting to order at 3:13 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the February 23, 2017 Regular Meeting.

Anita Hall made a motion, seconded by Gina Daskocil, to approve the minutes as presented. The motion carried by unanimous vote.

III. Welcome new Park and Recreation Director, William Ford, Communications Manager, Marci Garrott and Customer and Visitor Experience Director, Russell Read.

Mr. Ford was introduced and he briefed the board on his background, experience and future plans for the Parks and Recreation Department.

Mr. Read, having recently been a member of the board, explained his duties as a new city employee and how his position will influence tourism.

Ms. Garrott was unable to attend the meeting and will be rescheduled for board introduction.

IV. Preview new 20-second video spots.

The board previewed four of the eight short videos created from B-roll footage shot for the 2013 tourism video. Data suggests that Facebook and Twitter posts featuring videos garner a wider audience than text-only posts. Consequently, our marketing strategy is to launch the videos bi-weekly to coincide with events and/or activities occurring in and around the city, to attract visitations and promote the city as an 'outdoorable' destination for families, adventure seekers and outdoor enthusiasts.

V. Discuss upcoming field trip options.

The board discussed a plan to conduct future meetings at stakeholder and attractions locations so members have a better understanding of tourism attractions and opportunities. The discussion included the suggestion of altering the meeting schedule and frequency, with the quarterly option preferred by most members present.

It was further suggested that the board forego a meeting in May pending City Council board appointments scheduled for the first week of June.

VI. Reports from staff.

- Attended Texas Municipal League's Youth Advisory Council Conference in Abilene, February 25, 2017, in anticipation of hosting the event in 2018
- Visit Cedar Hill sponsored luncheon Monday, April 10, 2017 at TTIA Travel Fair in Amarillo – the event, presented by TxDOT, is attended by over 300 travel counselors, State historic sites, and Texas Travel Information Center managers and operators
- Fairfield Inn groundbreaking was held Tuesday, April 11, 2017 – anticipated construction timeline is approximately 14 months
- Re-platting of east end tract of Hillside Village is under consideration
- Mark calendars for the Boards and Commissions Volunteer Appreciation Dinner Tuesday, May 2, 2017, at the Alan E. Sims Cedar Hill Recreation Center. 6:30 pm
- The 85th Texas Legislative session ends May 29, 2017 – city hotel occupancy tax rebate is among bills being presented
- Earth Day Texas was successful with two getaway packages awarded from the 500+ entries received
- Conversations continue for resort concept in Cedar Hill
- Tourism Assistant, Lauren McCarty, will become full time effective January 1, 2018, upon completion of her double-majors in Accounting and Marketing
- Mayor is reaching out to Newman Academy as possible contact to replace Northwood board representative position
- Bond committee continues to meet and will present finding and recommendations to City Council Tuesday, May 23, 2017 – preliminary list includes:
 - Library
 - Parks reinvestment
 - City Center
 - Aquatics center
 - Dog park
- Authentic Texas advertising summer feature – Music in the Park
- Cedar Hill will host 8-year division girls softball as part of the VTD Nationals held in Waxahachie, July 6 – 9, 2017 – this is the second year Cedar Hill has hosted this division at Valley Ridge Park