

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of June 18, 2015**

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The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, June 18, 2015, at 3:00 PM in the Executive Briefing Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Chair Haily Summerford, Vice Chair Shannon Powell Hart, Maranda Auzenne, Joshua Choate, Anita Hall and Terry Silva. Gina Dorskocil, Kim Lewis and Amanda Skinner were absent with prior notice. The following City staff members were present: Larry Foos, Parks and Recreation Director and Patricia Bushart, Tourism Marketing.

**I. Call the meeting to order.**

Ms. Summerford called the meeting to order at 3:15 PM with a quorum present.

**II. Welcome new and returning board members.**

The following members have been re-appointed to serve a two year term on the Tourism Advisory Board:

Gina Dorskocil  
Anita Hall  
Terry Silva

Amanda Skinner  
Haily Summerford

New members to the board include:

Ryan Alldaffer  
Envision Creative Media Group  
Church on the Hill

Russell Read  
AT&T Performing Arts Center  
formerly of Main Street Advisory Board

**III. Approve the Minutes of the May 7, 2015 Regular Meeting.**

Ms. Hart made a motion, seconded by Ms. Hall, to approve the minutes. The motion carried by unanimous vote.

**IV. Review Juneteenth event and assignments.**

The City is hosting the Best Southwest Juneteenth Celebration in 2015. As in years past, Cedar Hill will provide VIP accommodations for elected officials, and one guest, of the four core BSW cities, along with local dignitaries, which has traditionally been hosted by a City board. The Tourism Advisory Board is asked to host this year and Hillside Village will sponsor the tent. Board members volunteered for the following time slots:

5:00 – 7:00 pm  
5:30 – 7:30 pm

Hailey Summerford, Joshua Choate  
Joshua Choate, Terry Silva

6:00 – 8:00 pm

Shannon Powell Hart, Maranda Auzenne

Tickets will be delivered in advance of the event and each guest will receive a VIP swag bag.

**V. Discuss City trail app.**

The rollout of the trail app designed and created by Pariveda Solutions is delayed. Tourism board would like to receive update to determine what steps are needed to complete the rollout and make the app available to the public.

**VI. Discuss City promotion options for large sports, recreation and leisure events.**

The following suggestions were made with regard to promotions at City events:

- Design and produce a promotional bag in varying sizes
- Facilitate communication with the All Sports Board/Commission to:
  - Better understand how events are selected
  - Receive timely notice of newly negotiated events that marketing might occur well in advance of date of occurrence
  - Preparations for promotions might be achieved early
- Utilize QR code to direct visitors to [visitcedarhilltx.com](http://visitcedarhilltx.com)
- Recruit volunteers from the Senior Center to assist in preparing bags for larger events

**VII. Reports from Tourism staff.**

- Participation in the Rotary Club's annual Head for the Hills Bike Rally Saturday, May 9, was somewhat lower than previous events – a 100-mile route will likely be returned for the 2016 Tenth Anniversary ride
- Preliminary budget workshop was held June 16<sup>th</sup>
- Music in the Park Summer Concert series will conclude Friday, June 26<sup>th</sup>
- Hillside Village Jam to Give Concerts begin Friday, July 10<sup>th</sup>
- Kelsey Armistead has been assigned responsibility for the City's social media and brand management

**VIII. New Business.**

- Cedar Hill State Park is currently closed – reopening date TBD
- \$3.5M in enhancements scheduled to begin at Hillside Village to include:
  - Furniture
  - Bicycle racks
  - Wi-fi connectivity
- Forever 21 is coming to Hillside Village

**IX. Review action items.**

- Check the status of State Park KML files and overall disposition of trail app

- Invite social media and brand coordinator, Kelsey Armistead, to the next meeting
- Next meeting date August 27, 2015

**X. Adjourn**

Ms. Summerford declared the meeting adjourned at 4:27 p.m.

ATTEST:

Minutes Approved on August 27, 2015

Patricia M. Bushart,  
Tourism Marketing and Main Street Manager

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Greg Porter  
City Manager