

MINUTES
Tourism Advisory Board
Meeting of May 26, 2016

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday May 26, 2016, 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: Vice Chair Shannon Powell Hart, Joshua Choate, Susan Bond (for Gina Dorskocil), Anita Hall, Russell Read and Terry Silva. Maranda Auzenne, Kim Lewis, Amanda Skinner and Haily Summerford were absent with prior notice. The following City staff members were present: Larry Foos, Parks and Recreation Director, Lauren McCarty, Tourism Assistant and Patricia Bushart, Tourism Marketing and Main Street Manager.

I. Call the meeting to order.

Mr. Read called the meeting to order at 3:05 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the February 25, 2016 Regular Meeting.

Anita Hall made a motion, seconded by Terry Silva, to approve the minutes. The motion carried by unanimous vote.

III. Receive Update of tourism marketing plan and proposed budget.

The board, having previewed the 2016 'Outdoorable' campaign presentation in a prior meeting, received an update of new initiatives for spring and summer to include:

- Exhibits refresh previewed at Earth Day Texas
 - Departmental retractable banners
 - Outdoorable backdrop
 - Coordinated departmental table covers
- DMN Media
 - Friday Dallas Morning News, Guide and Briefing strips
 - 8 months of web impressions
 - Social media posts
 - Half page 'Best Neighborhoods' ad
- Authentic Texas Magazine
 - Event advertising
 - Spring – Head for the Hills Bike Rally
 - Summer – Jam to Give Concert Series
 - Fall – Cedar Hill State Park Heritage Days and Anniversary Celebration
 - Winter – TBD
 - Eats and Drinks feature – Babe's
 - Welcome letter
- Trails of Cedar Hill mobile app

- Texas Travel Industry Association Travel Summit
- Texas Country Reporter – Waxahachie

Budget review included:

- Hotel occupancy tax fund revenue schedule
- Expenditure report to date

IV. Special Events and policy update.

The board was briefed on the status of their January 2016 recommendation to the special events committee, policy and application procedures of comparison cities and proposed revisions to current city ordinances, policies and procedures.

V. Review and Discuss proposed hotel plan and concepts.

The board previewed the site plan overview and elevations for proposed new hotel 400 block of N. Clark Rd. The hotel plan was approved following a public hearing during the City Council meeting of Tuesday, May 24, 2016. The limited-service, four-story project will feature 90 rooms and an executive board room, and is expected to open summer of 2017.

In addition to the new project, the city contracted a feasibility study for additional hotel rooms in Cedar Hill and is nearing completion of a site-specific survey.

The studies identify the Metroplex in general, and the southern sector specifically, as underserved for accommodations with the highest market segment of accommodated room-night demand being 66% commercial followed by 23% leisure and 11% group.

VI. Reports from staff.

- Creative ArtsEarth Day Texas was very well attended and tourism gathered over 400 leads for additional information and notification for events (CinCH and TWICH)
- Remarket began in March and final spring event is Saturday, May 28
- Cinema on the Square is every Friday in June in Pioneer Park with additional feature Saturday, May 28
- Board interviews and reappointments scheduled Tuesday, May 31, 2016
- National softball tournament, VTD, hosted by Waxahachie, July 8-10, 2016 – Cedar Hill to host 8-yr girls division
- Northwood campus will be site of Texas Association for Environmental Education meeting in October 2016
- Ryan Alldaffer announced his resignation from the board effective March 2016

VII. Review action items.

1. Update board email list.

VIII. Adjourn

A non-debatable motion by Russell Read, seconded by Ms. Hart, adjourned the meeting at 4:10 PM.

ATTEST:

Minutes Approved on August 25, 2016

Patricia M. Bushart,
Tourism Marketing and Main Street Manager

Russell Read
Tourism Advisory Board