

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of August 25, 2016**

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*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday August 25, 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: Ellette Battles, Joshua Choate, Gina Daskocil, Anita Hall and Russell Read. Shannon Powell Hart, Kim Lewis and Haily Summerford were absent. The following City staff member was present: Patricia Bushart, Tourism Marketing and Main Street Manager. Guest Sergejs Marjasovs was also in attendance.*

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

Mr. Read called the meeting to order at 3:07 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

**II. Approve the Minutes of the May 26, 2016 Regular Meeting.**

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

**III. Receive Update of Summer 2016 'Outdoorable' campaign.**

The board received an update of the previously viewed 2016 'Outdoorable' campaign presentation:

- Digital advertising
  - TourTexas.com lead requests up 16.9%
  - GoTravelSites.com direct downloads up 4%
  - Interior page views directly attributable to Texas Parks and Wildlife up 11% overall
  - TexasOutside.com up .9%
  - Backpacker.com up .5%
  - TexasHiking.com direct hits to *Trails & Bikeways* up (precise percentage unavailable)
- Affiliate membership in Texas Hotel Lodging Association elevated Cedar Hill hotel searches from +9 to listings one (Holiday Inn Express and Suites), two (LaQuinta Inn and Suites), and three (Magnuson)
- Media Center video views up 12% since conversion to YouTube
  - Event advertising
- This Week in Cedar Hill subscriptions maxed out at 2,000

**IV. Receive Updated hotel development report.**

The board previewed the site plan proposal for a Fairfield Inn by Marriott located at 421 N. Clark Rd., approved by City Council in May. The 90-room hotel will feature:

- Outdoor pool
- Business center
- Meeting rooms
- Fitness center
- Complimentary hot breakfast
- Walking distance to shopping, dining and services

Construction is expected to begin in November 2016 with a targeted completion date by end of summer 2017

**V. Reports from staff.**

- Events:
  - Remarket will begin fourth Saturday of September, October and November
  - The Texas Road Romp 5 and 10 mile race is Sunday, September 25, 2016 at Cedar Hill State Park
  - 79<sup>th</sup> Annual Country Day on the Hill is Saturday, October 8, 2016 in Historic Downtown
  - Cinema on the Square, the *buddies edition*, begins Friday, October 21<sup>st</sup> with The Odd Couple, in Pioneer Park
- Mansfield Road is well ahead of schedule and signalization stanchions are being installed at Valley View
- Holiday Inn Express and Suites is in process of renovation and upgrades
- Hailey Summerford is applying for Texas Audubon Executive Director position
- City recently held FM 1382 pre-construction meeting with contract award expected in September and October start date
- City visited with representative of Texas Parks and Wildlife in Austin to discuss Cedar Hill State Park

**VII. Review action items.**

1. Update board email list.

**VIII. Adjourn**

A non-debatable motion by Josh Choate, seconded by Gina Duskocil, adjourned the meeting at 4:01 PM.

ATTEST:

Minutes Approved on February 23, 2017

Patricia M. Bushart,  
Tourism Marketing and Main Street Manager

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Russell Read  
Tourism Advisory Board