

**MINUTES**  
**Tourism Advisory Board**  
**Regular Scheduled Meeting February 25, 2021**

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*The Tourism Advisory Board of the City of Cedar Hill, Texas, met Thursday, February 25, 2021, at 6:00 pm via teleconference using Zoom and in the Administration Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.*

*The following members were present: Michaela Kral, Ashley Derrick, Joshua Choate, Traci Uncel-Martin, Zina Martin, Adriana Huizar. The following members were absent: Alexander Ray and Randall Chase*

**I. Call Meeting to Order**

Chairperson Michaela Kral called the meeting to order at 6:01 pm, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

**II. Citizens' Forum**

No citizens were in attendance.

**III. Approve the Minutes of the August 18, 2020 Special Called Meeting.**

A motion was made by Adriana Huizar to approve the minutes for August 18, 2020, Special Called Meeting. Traci Uncel-Martin seconded the motion. The motion was approved unanimously.

**IV. Aloft Hotel/Cedar Hill Convention Center update**

The Aloft Hotel/Cedar Hill Convention Center broke ground in 2020, but development was postponed, due to COVID-19.

**V. Update from Cedar Hill State Park**

- Construction on trails have begun and should be completed by May 2021.
- TXDOT will complete roads and hopefully open to public in 2022.
- The trails suffered damage due to February 2021 winter storm, but they are now 90% repaired.
- Reservations to enter the park are now being accepted.

**VI. Update from Dogwood Canyon Audubon Center**

- Visitation hours are currently reduced to Friday and Saturday, 9:00 AM – 2:00 PM. Reservations are offered online at 15 reservations per hour.
- Dogwood is hosting a fundraiser, entitled "Stars and Smores" and will conduct an online auction.
- There were no major damages from the February 2021 storm.
- Current site maintenance activities include a new roof and security cameras in parking lot.
- The National Audubon Society is helping Dogwood Canyon pay for items that were not in the budget.

**VII. 2020 Tourism Review**

- Debut and review of new Visit Cedar Hill website.

- The "Shop Cedar Gift Card" which promotes Cedar Hill businesses, was introduced. This gift card will help the tourism department better track where money is spent in Cedar Hill.
- Visibility tracking through analytics was discussed.
- "So Metro" will debut a "season 2" and feature 5 cities.
- During the February 2021 winter storm, the Tourism department donated hotel rooms and food to residents in need.
- The "Tower Team" is planned to debut in Spring 2021.
- "Behind the Storefront" initiative with EDC, will showcase how different businesses curate their products and run their businesses.

**VIII. Review Action Items**

- Add the "Stars and Smores" auction to our calendar.
- Add Dogwood Canyon Audubon Center to Shop Cedar Hill.
- Michaela of Dogwood Canyon Audubon Center will share an interview with radio station, KRLD about article in Culture Magazine, regarding Robbins see during the February 2021 winter storm.
- Add "Painting with a Twist" event to "Got a Minute" on the Visit Cedar Hill webpage.
- Email TAB before next city council meeting, about the tourism briefing.

**IX. Adjourn. 6:49 pm**

ATTEST:

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Christy Harris  
CVE Coordinator

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Michaela Kral  
Tourism Advisory Board Chair