



City of Cedar Hill
285 Uptown Blvd., Bldg. 100
Cedar Hill, Texas 75104-3526
972-291-5100
fax 972-291-7250

**NOTICE OF REGULAR MEETING
TOURISM ADVISORY BOARD**

AGENDA

Thursday, February 28, 2019

Cedar Hill Government Center
285 Uptown Blvd., Bldg. 100, 4th Floor Conference Room

6:00 P.M.

- I. Call Meeting to Order.
- II. Approve the Minutes of the November 1, 2018 Special Called Meeting, the January 10, 2019 Special Called Meeting, and the January 31, 2019 Special Called Meeting.
- III. Review executive summary to strategic plan.
- IV. Review and Update alcohol ordinance revisions.
- V. Review and Update brand, vision, mission, and values.
- VI. Reports from staff.
- VII. New Business.
- VIII. Review action items.
- IX. Adjourn.

I certify that the above notice of meeting was posted in accordance with the Texas Open Meetings Act at Cedar Hill Government Center, 285 Uptown Blvd., Bldg. 100, Cedar Hill, Texas, on the 25th, day of February 2019, at 5:00 p.m.


Lauren E. McCarty/Tourism Coordinator

"PURSUANT TO SECTION 30.07, PENAL CODE (TRESPASS BY LICENSE HOLDER WITH AN OPENLY CARRIED HANDGUN), A PERSON LICENSED UNDER SUBCHAPTER H, CHAPTER 411, GOVERNMENT CODE (HANDGUN LICENSING LAW), MAY NOT ENTER THIS PROPERTY WITH A HANDGUN THAT IS CARRIED OPENLY"

"CONFORME A LA SECCIÓN 30.07, DEL CÓDIGO PENAL (ENTRADA SIN AUTORIZACIÓN POR TITULAR DE LICENCIA CON UNA PISTOLA VISIBLE), UNA PERSONA CON LICENCIA BAJO EL SUBCAPÍTULO H, CAPÍTULO 411 DEL CÓDIGO DE GOBIERNO (LEY DE LICENCIAS DE PISTOLAS), NO PUEDE ENTRAR EN ESTA PROPIEDAD CON UNA PISTOLA VISIBLE"

This facility is wheelchair accessible. Handicapped parking spaces are available. Requests for sign interpretive services must be made 48 hours ahead of meeting. To make arrangements, call 972-291-5100 ext 1018 or (TDD) 1-800-RELAY TX (1-800-735-2989).

MINUTES
Tourism Advisory Board
Meeting of November 1, 2018

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, November 1, 2018, at 6:00 pm. in the Administration Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Alice Chase, Joshua Choate, Michaela Kral, Traci Uncel-Martin, and Alexander Ray. Randall Chase and Zina Martin were absent with prior notice. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patricia Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Strategic Planning Facilitator Bob Phillips.

I. Call the meeting to order.

Meeting was called to order at 6:03 pm, declared an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the July 26, 2018 Regular Meeting and the September 20, 2018 Joint Work Session – Planning Symposium.

Michaela Kral made a motion, seconded by Alexander Ray, to approve the minutes of the July 26, 2018 Regular Meeting and the September 20, 2018 Joint Work Session – Planning Symposium. The motion was approved by unanimous vote.

III. Introduce strategic planning facilitator and conduct pre-planning activities.

Bob Phillips was introduced by Tourism Marketing Manager, Patty Bushart, as the board's strategic planning facilitator. Mr. Phillips led the board in pre-planning activities focused on the importance of travel, communication and trust. Building upon these discussions, two three-hour workshops were announced to develop the strategic plan. The board deliberated on possible meeting times, determining Thursday, January 10, 2019 and Thursday, January 31, 2019 to be the most suitable options.

IV. Reports from staff.

- Country Day on The Hill, Saturday, October 13, 2018 was cancelled due to inclement weather.
- Scare on the Square took place in Historic Downtown, Wednesday, October 31, 2018.
- Directors Retreat at Dogwood Canyon Audubon Center, Friday, November 9, 2018.
- Boards & Commissions Dinner at Alan E Sims Cedar Hill Recreation Center, January 29, 2019.
- Hillside Village new development
 - Mo's Italia Express
 - Pandora (coming soon)

- Hotel Conference Center
 - 90% of documentation in place
 - Currently in design phase
 - Tentative purchase agreement for land
 - Aloft franchise secured
 - June 2019 scheduled groundbreaking

V. New Business.

No new business was discussed.

VI. Review action items.

1. Send notice of next strategic planning workshop to absent board members and mayor's teen council ex officio member.
2. Send workshop calendar request.

VII. Adjourn.

Meeting was adjourned at 7:22 pm.

ATTEST:

Lauren McCarty,
Tourism Coordinator

Joshua Choate
Tourism Advisory Board

MINUTES
Tourism Advisory Board
Meeting of January 10, 2019

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, January 10, 2019, at 6:00 pm. in the Administration Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Alice Chase, Randall Chase, Joshua Choate, Michaela Kral, Zina Martin, Traci Uncel-Martin, and Alexander Ray. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patricia Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Strategic Planning Facilitator Bob Phillips.

I. Call the meeting to order.

Meeting was called to order at 6:05 pm, declared an open meeting with notice of the meeting duly posted and a quorum present.

II. Conduct strategic planning workshop.

Facilitator Bob Phillips conducted the board's first of two strategic planning workshops.

III. Adjourn.

Meeting was adjourned at 8:51 pm.

ATTEST:

Lauren McCarty,
Tourism Coordinator

Joshua Choate
Tourism Advisory Board

MINUTES
Tourism Advisory Board
Meeting of January 31, 2019

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, January 31, 2019, at 6:00 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, Michaela Kral, Traci Uncel-Martin, and Alexander Ray. Alice Chase, Randall Chase, and Zina Martin were absent. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patricia Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Strategic Planning Facilitator Bob Phillips.

I. Call the meeting to order.

Meeting was called to order at 6:34 pm, declared an open meeting with notice of the meeting duly posted and a quorum present.

II. Conduct strategic planning workshop.

Facilitator Bob Phillips conducted the board's second and final strategic planning workshop.

III. Adjourn.

Meeting was adjourned at 8:22 pm.

ATTEST:

Lauren McCarty,
Tourism Coordinator

Joshua Choate
Tourism Advisory Board

Cedar Hill Strategic Planning
January 31, 2019
Executive Summary
Bob Phillips, Improving Your Success

This strategic plan was developed in a series of three planning meetings. The material submitted in this plan is a product of the collective work of meeting participants. A consultant was used to design and facilitate the planning process, not to produce material for this strategic plan. Nominal Group Technique was used in the planning process.

The first meeting, on November 1, 2018, was a team building meeting with the Tourism Advisory Board (TAB) of directors, Customer and Visitor Experience (CVE) staff members Russell Read, Patty Bushart, and Lauren McCarty, and facilitator, Bob Phillips of Improving Your Success.

The second meeting, conducted January 10, 2019, was a workshop made up of the TAB, CVE staff members Russell Read, Patty Bushart, Lauren McCarty, and facilitator, Bob Phillips. The group shared their issues, concerns, needs and ideas about what the city might do to help grow the visitor businesses. All participants responded to the following question: “What do you need to take this destination and your business from where you are today to where you want to be in three to five years?” This produced a priority list of needs for area tourism businesses.

A third meeting, conducted January 31, 2019, included the TAB, CVE staff members Russell Read, Patty Bushart, Lauren McCarty, and facilitator, Bob Phillips. In this meeting, participants reviewed all the materials generated to date and synthesized findings into a series of prioritized needs and goals. This plan should be changed/updated periodically, perhaps with each budget year, and as external market circumstances or changes in city finances or policy dictate.

Improving Your
Success!

Tourism Advisory Board Goals Identified

Entertainment Product Development D-1

Goal: To develop diverse entertainment products and venues

1. Entertainment Venues (TopGolf, Music Venues, Indoor Arenas, etc.)
2. Waterfront Experience
3. Cultural Anchor
4. Nightlife Venues
 - Increase attractions (diversity)
 - Total and complete integration of trails and connectivity
 - Unique attractions
 - Activation of Historic Downtown properties
 - More inviting open-air spaces
 - Evolving trend setting attractions
 - Creation of destination opportunities (arts, tours, etc.)
 - Develop experiential retail
 - Creation of signature/catalytic attraction/event
 - More events for young adults and kids
 - Non-sports related youth engagement opportunities

Policy D-2

Goal: Advocate for policies to support and enhance tourism and economic development

1. Change Ordinance on Alcohol Percentage
 - Change farmers market ordinance
 - Research funding mechanisms outside of EDC and CDC
 - Regulation of short-term rentals
 - Keep the city outdoorable

Communication B

Goal: Develop communications strategy to support the brand

1. Improve Perception of Customer Service
 - Improve communications to community
 - Innovative public engagement that forces a reaction
 - Communications strategy
 - Reducing confusion of three (3) nature parks

- Increasing online presence
- Signage for attractions, parks, etc.
- Improve perception of crime rate
- Improve perception of community

Partnerships **NEW**

Goal: Cedar Hill has active and engaged public, private non-profit, and for-profit capacity to support tourism growth and development

- Identify/catalog capacity
- Cultivate new and re-establish old partnerships
- Closer relationship with Parks and athletic associations
- Identify opportunities for events
- Research volunteer coordination
- Optimize advocacy program (infrastructure)
- Identify collective needs

The mission of the
TOURISM ADVISORY BOARD

is to increase awareness of our extraordinary amenities and assets; and to develop Cedar Hill into a premier destination city.

We envision Cedar Hill as a premier destination city where visitors experience our world-class natural beauty and distinctive character.

THE TOURISM ADVISORY BOARD VALUES

Innovative Partnerships
Preserving our Natural Beauty
Maintaining our Cultural Heritage
Increasing Awareness of Unique
Tourism Opportunities
Supporting Sustainable Growth
and Development Focused on Tourism