



City of Cedar Hill
285 Uptown Blvd., Bldg. 100
Cedar Hill, Texas 75104-3526
972-291-5100
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**NOTICE OF REGULAR MEETING
TOURISM ADVISORY BOARD**

AGENDA


Thursday, March 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, the January 31, 2019 Special Called Meeting, and the February 28, 2019 Regular Meeting.
- III. Elect Chair and Vice Chair.
- IV. Receive presentation on Nature Corridor.
- V. Discuss upcoming events, exhibits, and activities.
- 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 March 2019, at 6:00 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

MINUTES
Tourism Advisory Board
Meeting of February 28, 2019

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, February 28, 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, Zina Martin, Michaela Kral, and Alexander Ray. Traci Uncel-Martin was absent with prior notice. Joshua Choate was 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.

I. Call the meeting to order.

Meeting was called to order at 6:22 PM, declared an open meeting with notice of the meeting duly posted and a quorum present.

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

This item was tabled till next regular meeting.

III. Review executive summary to strategic plan.

The board conducted three strategic planning workshops with facilitator Bob Phillips of Improving Your Success. The board received and reviewed the executive summary provided by Mr. Phillips and discussed the four areas their plan would focus on: Entertainment Product Development, Policy, Communication, and Partnerships.

The board will, in subsequent meetings, discuss each focus area separately and create action plans to achieve the goals set forth by the strategic plan. The board will begin with Communication and Partnerships and chose to hold off discussion of Entertainment Product Development until after the May election.

Concerning partnerships, it was recommended by staff that ex officios from EDC, Parks and Recreation, and possible other departments be invited to assist in the creation of pathways for goal achievement.

Once the strategic plan is fully vetted, regular meetings will most likely occur five to six times per year or on an as needed basis.

IV. Review and Update alcohol ordinance revisions.

The board received a presentation from Director Russell Read on the proposed alcohol ordinance revisions and the upcoming May election. A petition for the sale of liquor for off-premise consumption was validated and put on the May 5, 2019 election ballot as a referendum by City Council. Staff discussed with the board the proposed ordinance revisions and explained the City's ability to set constraints on liquor stores so long as those constraints are in place before the election.

Alice Chase inquired about the City's stance on alcohol delivery services. According to staff, while drive throughs are prohibited, the City is silent on online delivery services.

Alice Chase further inquired how revisions to the ordinance would affect existing businesses. Staff explained the revisions would not affect existing businesses unless they were to begin selling alcohol. No specifics were discussed.

Ordinance revisions were also proposed for on-premise consumption of alcohol. Proposed revisions would amend the minimum 60% food revenue requirement to include all products and services. Revisions would only be applicable in the Uptown Overlay and possibly the Hillside Village PD and EDC Property in Old Town. Randall Chase made a motion, seconded by Michaela Kral, to formally recommend revising the ordinance for on-premise consumption of alcohol. The motion was approved unanimously.

V. Review and Update brand, vision, and values.

Tourism Marketing Manager Patty Bushart gave background insight on the Tourism board's origin and initial purpose. The board was provided copies of their current mission, vision, and values for review and feedback. Based on priorities identified through strategic planning the board determined their mission, vision, and values to still be applicable and recommended keeping them as is.

VI. Reports from staff.

- Hotel Conference Center underway
 - 60% of documentation in place
 - HVS hotel market report received
 - Land purchase in negotiation
 - Ground breaking scheduled for June 2019
- Cedar Hill Economic Development Corporation seeking national accreditation
- Volunteers needed for community build at Virginia Weaver Park February 26, through March 2, 2019
- Citywide Neighborhood Block Party & Recreation Center Anniversary, March 2, 2019
- Taste of Cedar Hill hosted by the Chamber of Commerce in Historic Downtown, April 13, 2019
- New website launch scheduled for March 28, 2019
- Audubon Photography Exhibit on display at the Government Center April 3, through 24, 2019
- EarthX at Fair Park in Dallas, April 26, through 28, 2019

- In discussion with construction company regarding the Lakes Development in Historic Downtown
- Alice Chase met, and is now affiliated with, Dallas Creatives

VII. New Business.

No new business was discussed.

VIII. Review action items.

1. Provide board's recommendation in support of the proposed ordinance revisions regarding the sale of alcoholic beverages for on-premise consumption to Planning and Zoning.
2. Prepare March 28, 2019 agenda.

IX. Adjourn.

Meeting was adjourned at 7:43 PM.

ATTEST:

Lauren McCarty,
Tourism Coordinator

Joshua Choate
Tourism Advisory Board