

MINUTES
Tourism Advisory Board
Meeting of June 22, 2017

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday June 22, 2017, 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: Ashley Forsythe, Shannon Powell Hart, Haily Summerford and Beth Tragus. The following City staff members were present: Russell Read, Director of Customer and Visitor Experience, William Ford, Directory of Parks and Recreation, Patricia Bushart, Tourism Marketing Manager and Lauren McCarty, Tourism Assistant.

I. Call the meeting to order.

Ms. Summerford called the meeting to order at 3:04 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the April 27, 2017 Regular Meeting.

Shannon Powell Hart made a motion, seconded by Ashley Forsythe, to approve the minutes as presented. The motion carried by unanimous vote.

III. Welcome new and returning board appointees.

Ms. Summerford acknowledged and thanked returning board appointees and their associates for continued service to the City on the Tourism Advisory Board.

IV. Update State Hotel Occupancy Tax Legislation.

The board was briefed on HB 2445 in the 85th regular session of the Texas State Legislature. The bill, presented by Rep. Lynn Stucky of District 64, dealt with the imposition of hotel occupancy taxes by, and the collection and use of, certain municipalities (Cedar Hill included) and counties, including the authority to pledge designated tax revenue (primarily State hotel occupancy tax) for the payment of obligations related to hotel and hotel/convention center projects.

The bill was held over for special session. If passed, the legislation could open up opportunities for hotel and conference/convention center development in Cedar Hill

V. Update status of Special Events Permit revision.

As previously discussed, the board recommendation to City Council to consider allowing distribution and consumption of alcohol in city-owned facilities and parks, as it relates to events specifically, was forwarded quite some time ago. Since that time Russell Read has been tasked with collecting departmental comments and coordinating preparation of

revision/amendment recommendations for City Council that consolidates all special events permits and activities into a single, one-source document in an effort to streamline the permitting process and promote Cedar Hill as an event destination. It is hoped that the recommended changes can be adopted by the end of this year.

VI. Receive update of Bond Committee presentation to City Council.

The Executive Summary of the Bond Committee, including the Mayor's charge, was provided for the board and discussed. The election will be held November 7, 2017.

VII. Reports from staff.

- No new members were appointed to the Tourism Advisory Board
- Lauren McCarty has been approved in the FY 2017-18 budget for full-time status to commence January 1, 2018
- Staff has met with TxDOT to discuss specification for signage on I-20, U.S. Hwy. 67 and FM 1382, including placement of entry monument/sign at Cedar Hill State Park
 - Inquiry into requirements for 'Cedar Hill Nature Corridor' designation along W. FM 1382 have been presented and awaiting response
- Patty Bushart has been awarded the Certified Tourism Executive designation through the Texas Travel Industry Association
- Tourism update will be presented to City Council Tuesday, July 7, 2017
- Google AdWords campaign for spring is complete and will commence again in September
 - Unintended issue related to Joe Pool Lake Google searches resulted in Cedar Hill State Park refund requirement for reservations bound for Lynn Creek in Grand Prairie – adjustments to campaign parameters will be made in fall to avoid future conflict
- Final budget workshop scheduled in July
- Mansfield Road project will likely complete by end of July

VIII. New Business.

- Texas Parks and Wildlife Department will hold a regional meeting in the Metroplex November 7 – 9, 2017, for up to 45 participants
- Ms. Summerford initiated a conversation regarding the current board disposition, composition and meeting schedule – the following suggestions were discussed:
 - With recent resignations, board numbers are reduced to four (4)
 - Composition with regard to sector representation as defined by the forming ordinance seems to be greatest limiting factor
 - Question posed: Could appointees of attractions (ex: Cedar Hill State Park, Chamber of Commerce, Dogwood Canyon Audubon) be interchangeable as sector representatives versus individuals?
 - Members would agree to less frequent meeting schedule in favor of more substantial agenda