

MINUTES
Tourism Advisory Board
Meeting of October 26, 2017

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on October 26, 2017, at 3:00 PM in the EDC Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Randall Chase, Josh Choate, Shannon Powell Hart, and Haily Summerford. The following City staff members were present: Russell Read, Director of Customer and Visitor Experience, William Ford, Director of Parks and Recreation, Patricia Bushart, Tourism Marketing Manager and Lauren McCarty, Tourism Assistant.

I. Call the meeting to order.

Haily Summerford called the meeting to order at 3:12 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the June 22, 2017 Regular Meeting.

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

III. Consider Tourism Advisory Board charge, direction, goals, and responsibilities.

The Board engaged in a discussion to better understand and define their purpose as the Tourism Advisory Board. This was stated to be a crucial preliminary step before other future decisions by the Board could be made. The following responsibilities were mentioned:

- To foster a relationship between the City and its Tourism Partners.
- To provide direction to City Council concerning tourism.
- To generate and hear ideas on improving tourism and communication.
- To advocate Cedar Hill events and attractions.

The primary focus of the Board was determined to be marketing Cedar Hill as a destination through recognizing and building upon existing assets, identifying hurdles to overcome, and providing sound direction to City Council and staff. This charge was put into the following actionable statements:

- Define our destination vision.
- Identify the components we have and want.
- Identify barriers to overcome.

The Board also recommended amending the Board's Resolution to reduce the number of voting member from nine (9) to seven (7). Of those members, three (3) would remain sector specific: Cedar Hill Chamber of Commerce, Cedar Hill State Park, and Dogwood Canyon Audubon Center, while the other four (4) would be at-large.

A motion was made by Shannon Powell Hart to consider and revise the Board's Resolution to better reflect the Board's priorities and to amend the member requirements. The motion was seconded by Haily Summerford and carried by unanimous vote.

IV. Reports from Staff.

No new reports from staff were heard.

V. New Business.

No new Business was discussed.

VI. Review action items.

1. Define the Board's purpose and future direction.
2. Consider and Revise Board Ordinance and Resolution.
3. Recruit and recommend possible appointees to the Board.

VII. Adjourn.

Shannon Powell Hart adjourned the meeting at 4:30 PM.

ATTEST:

Minutes Approved on July 24, 2018

Lauren E. McCarty,
Administrative Secretary

Haily Summerford
Tourism Advisory Board