

MINUTES
Tourism Advisory Board
Meeting of May 7, 2015

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, May 7, 2015, at 3:00 PM in the Executive Briefing Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Chair Haily Summerford, Vice Chair Shannon Powell Hart, Joshua Choate, Anita Hall, Kim Lewis, Terry Silva and Amanda Skinner. Maranda Auzenne and Gina Duskocil were absent with prior notice. The following City staff members were present: Patricia Bushart, Tourism Marketing and Main Street Manager; Corky Brown, Public Relations Manager; Larry Foos, Parks and Recreation Director; and Lea Anne Edwards, Executive Assistant.

I. Call the meeting to order.

Ms. Summerford called the meeting to order at 3:11 PM with a quorum present.

II. Approve the Minutes of the March 26, 2015 Regular Meeting.

Ms. Skinner made a motion, seconded by Ms. Hart, to approve the minutes. The motion carried by unanimous vote.

III. Receive update of former Uptown Village at Cedar Hill re-branding campaign.

Ms. Bushart gave the Board the latest information received from new owner Trademark Property Company regarding the rebranding of Uptown Village to "Hillside Village." This new name is representative of the property's evolution as part of a multi-million-dollar renovation, involving a new look, new landscaping and parking plans, and a number of new tenants. The H&M store currently under construction will open in fall 2015.

IV. Discuss Tourism Advisory Board participation in BSW Juneteenth celebration.

The Best Southwest cities take turns hosting this annual event, and this year Cedar Hill is coordinating and hosting the Juneteenth celebration activities at Valley Ridge Amphitheater. The date is Saturday, June 20. The Tourism Advisory Board members agreed to host the VIP tent for this event.

V. Reports from Tourism staff.

- Ms. Bushart recapped the numerous special events that took place in Cedar Hill during the month of April. One unexpected, but welcome, event was a softball tournament that was moved from Arlington to Cedar Hill because the Arlington fields were too muddy for play.

- Cedar Hill's Earth Day/Arbor Day celebration was held at the Government Center the evening of Monday, April 20. It is believed this year's lower turnout was most likely due to CHISD district-wide testing being scheduled for the following morning.
- In contrast, Ms. Summerford reported that Cedar Hill's booth at Earth Day Texas, held at Dallas Fair Park April 24-26, enjoyed very good exposure with over 10,000 visitors during the event.
- The Rotary Club's annual Head for the Hills Bike Rally is scheduled Saturday, May 9, beginning and ending in the northwest parking lot of Hillside Village.
- May 2 through 10 is National Travel and Tourism Week and was acknowledged by a proclamation from the Mayor at the April 28 City Council meeting.
- The Board members previewed and commented on the new tourism video.
- The following Board members are up for reappointment during the coming month: Anita Hall, Gina Duskocil, Terry Silva, Amanda Skinner and Haily Summerford.

VI. Review action items and set next meeting date and time.

- Provide Juneteenth update and schedule to board via email prior to next meeting.
- The next meeting was scheduled Thursday, June 18, 2015, at 3:00 pm.

VII. Adjourn

Ms. Summerford declared the meeting adjourned at 4:15 p.m.

ATTEST:

Minutes Approved on June 18, 2015

Patricia M. Bushart,
Tourism Marketing and Main Street Manager

Greg Porter
City Manager