

MINUTES
Tourism Advisory Board
Meeting of August 22, 2019

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, August 22, 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: Michaela Kral, Zina Martin, Alexander Ray, Josh Choate, Randall Chase and Adriana Huizar. The following City staff members were present: Russell Read, Director of Experience, Patty Bushart, Tourism Marketing Manager and Michelle Hernandez, Experience Coordinator.

I. Call the meeting to order.

Chair Michaela Kral called the meeting to order at 6:20 PM declaring 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, the January 31, 2019 Special Called Meeting, the February 28, 2019 Regular Meeting, the March 28, 2019 Regular Meeting and the May 16, 2019 Special Called Meeting.

A motion was made by Randall Chase, seconded by Josh Choate, to approve the minutes of November 1, 2018 Special Called Meeting, the January 10, 2019 Special Called Meeting, the January 31, 2019 Special Called Meeting, the February 28, 2019 Regular Meeting, the March 28, 2019 Regular Meeting and the May 16, 2019 Special Called Meeting. The motion passed unanimously.

III. Preview the proposed FY 2019-2020 Budget.

Patty Bushart presented an overview of the budget items that pertain to the Tourism Dept in the City of Cedar Hill FY 2019-2020 budget. She also did a review of who the current City Council members are.

IV. Receive Update on the 1328 Trail.

Patty Bushart gave an update that Sept. 20th would be a Phase 1 possible opening.

V. Receive Update on the Historic Downtown Complete Streets Project.

Patty Bushart gave a presentation from the Downtown Complete Streets presentation provided by the Planning Department. An overview of the street directions, parking, traffic flow and greenery that is being planned for the Historic Downtown area.

VI. Discuss and Consider tourism-specific Comprehensive Plan Update strategy.

Patty Bushart made a presentation of the overall Comprehensive Plan as presented from the Planning Dept.

VII. Preview Hotel/Convention Center renderings.

Patty Bushart presented the renderings for the Hotel/Convention Center that will be built by the Hillside Village. Renderings showed the exterior front, the back of the convention center and pool area, the ballroom and the lobby designs that are part of the project. Presentation that the partnership is a public-private partnership that involves the city, Taj Management, and aloft hotel.

VIII. Reports from staff

No reports from staff

IX. New Business

- Patty Bushart and Michelle Hernandez presented a new application that will be added to the Visit Cedar Hill website called VisitWidget. This application will help to provide a way for tourists to make a visit plan, find local establishments and attractions and be able to text a plan to their cell phone. Visitors will be able to see all of the establishments and attractions on their desktop as well as an app on Apple and Android devices.
- Patty Bushart also showed an idea that we were working for a paper map for low-tech visitors to have a physical collateral to use when in Cedar Hill
- Adriana Huizar made a comment of working with Tourism Dept for getting business in off months. We would discuss further how to engage more nights during off months.
- Board commented if there was a way for the Ninth Grade center to be used for teacher or religious conference. City staff would have to investigate further if this could be done.

X. Review Action Items

No action items needing to be noted.

City staff will keep board updated as to the progress of the Hotel/Convention Center

XI. Adjourn

Meeting was adjourned at 7:44 PM.

ATTEST:



Michelle Hernandez
CVE Coordinator



Michaela Kral
Tourism Advisory Board Chair