

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of August 27, 2015**

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*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, August 27, 2015, 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: Chair Haily Summerford, Vice Chair Shannon Powell Hart, Ryan Alldaffer, Joshua Choate, Gina Daskocil, Anita Hall, Russell Read, Terry Silva and Amanda Skinner. Maranda Auzenne and Kim Lewis were absent with prior notice. Maranda Auzenne and Kim Lewis were absent with prior notice. The following City staff members were present: Melissa Stephens, Assistant City Manager; Patricia Bushart, Tourism Marketing and Main Street Manager; Larry Foos, Parks and Recreation Director; Kelsey Armistead, Visual & Social Media Coordinator and Lea Anne Edwards, Executive Assistant.*

**I. Call the meeting to order.**

Ms. Summerford called the meeting to order at 3:07 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

**II. Welcome new board members.**

The current and returning board members welcomed new members Ryan Alldaffer and Russell Read. New and reappointed members were administered the Oath of Office by Ms. Edwards.

**III. Approve the Minutes of the June 18, 2015 Regular Meeting.**

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

**IV. Conduct election of officers.**

Mr. Choate, seconded by Ms. Hall, made a motion to reelect current Chair Haily Summerford and Vice Chair Shannon Powell Hart for the coming year. The motion carried by unanimous vote.

**V. Discuss City trail app.**

Mr. Foos reported that the new app, created by Parveda Solutions, is not yet usable. Parveda CEO Bruce Ballengee will assign interns to make enhancements, improvements, updates and upgrades to the app.

**VI. Receive update of social media and branding from Kelsey Armistead.**

Introduced to the board by Ms. Stephens, Ms. Armistead discussed the "Communications 2.0" presentation and the details of the HCK2 branding initiative, the goal of which is to standardized branding throughout Cedar Hill. The citywide brand will incorporate and customize the current "Where Opportunities Grow Naturally" tagline to fit the many aspects of Cedar Hill's image. The branding adaptations will be utilized in the form of "**Where \_\_\_\_\_(s) Grow(s) Naturally.**"

During the internal rollout, departments have interpreted the new branding in their own way, creating a need for additional coordination. This will be Ms. Armistead's objective, along with

- Communicating Cedar Hill's brand through social, print and visual media
- Development of a strategic community calendar
- Involvement of local businesses
- Brand standardization
- Reminding people that we do have a brand and to be proud of what Cedar Hill has
- Utilizing "brand ambassadors" to get the word out
- Branding on city entry monuments, facilities and parks.

The public rollout kit will be introduced at the November Chamber Luncheon when Mayor Franke gives his annual State of the City address. The rollout kit will consist of a branded basket containing

- Key Messaging Flip Book
- Seed Paper Medallion Planter
- Rollout Letter from the City Manager or Mayor

Characteristics of Cedar Hill that must be emphasized are

- Cedar Hill is a "Land of Opportunities"
- The Cedar Hill Experience is one that includes
  - recognized education
  - our status as Naturally Green, which involves living green responsibly and incorporating ecofriendly partnerships.

Ms. Bushart discussed the role of partnerships to further city development and make Cedar Hill a destination of choice, with regional shopping opportunities and natural beauty that will be enhanced by trails and the parks plan. The average open space for the top 85 metropolitan areas in the U.S. is 12% less than what we have in Cedar Hill.

Lighted street signs are currently being added for better visibility at night.

## **VII. Reports from Tourism Staff.**

Ms. Bushart reported that enhancements are being made to the Tourism website, [visitcedarhill.com](http://visitcedarhill.com). The current slideshow on the home page will be replaced with images and links to promote upcoming events, activities and branding messages.

Upcoming events:

- Sept. 15 Taste of Cedar Hill