

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of February 25, 2016**

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*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday February 25, 2016, 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, Kim Lewis, Russell Read and Terry Silva. Maranda Auzenne, Anita Hall and Amanda Skinner were absent with prior notice. The following City staff members were present: Kelsey Armistead, Visual and Social Media Coordinator, Corky Brown, Public Relations Manager, and Patricia Bushart, Tourism Marketing and Main Street Manager.*

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

Ms. Summerford called the meeting to order at 3:06 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

**II. Approve the Minutes of the January 28, 2016 Regular Meeting.**

Russell Read made a motion, seconded by Terry Silva, to approve the minutes. The motion carried by unanimous vote.

**III. Review and Discuss Earth Fest and Earth Day Texas preparations.**

- Earth Fest – Monday, April 11, 2016, 5:00 – 7:30 pm at Government Center
  - Vendors, City departments, sponsors, food trucks
- Earth Day Texas – Friday-Sunday, April 22-24, 2016, 10:00 am-6.00 pm daily at Fair Park in Dallas
  - City has 20' x 20' booth with reps from Tourism, Parks, Growing Green and Public Works/Planning
  - Adjacent to Dogwood Canyon Audubon and Cedar Hill State Park
  - Anticipated attendance 50 – 75,000
  - Two Getaway packages will be awarded

Goal is to support one another to tell the Cedar Hill story, build brand in Metroplex.

**IV. Review and Discuss tourism marketing plan.**

The theme of the 2016 marketing plan is 'Outdoorable.' The plan includes a mix of print and digital media targeting leisure, sporting and outdoor adventure visitors. The plan includes a presence in:

1. Texas State Travel Guide – print media distribution in Texas Travel Information Centers
2. DFW & Beyond – annual publication in DFW Metroplex hotels and visitor centers of the Dallas/Fort Worth Area Tourism Council.

3. TourTexas.com – digital advertising targeting specific visitors with links to interior web pages for the purpose of analyzing placement effectiveness.
4. GoTravelSites.com – lead generation from Texas Travel Industry and affiliated partners (membership based).
5. Clear Channel Digital – outdoor billboard located on southbound U.S. Hwy. 67 at Main Street in Duncanville shared among three city departments.
6. Texas Parks & Wildlife – five times print with digital ads targeting specific visitors with links to interior web pages.
7. TexasOutside.com – web-based advertising on selected pages to include birding, biking, hiking, disc golf, hike and bike trails.
8. Backpacker.com – regional interest pages on national website targeting backpacking.
9. TexasHiking.com – web banner advertising targeting hikers.
10. Facebook – sponsored advertising to reach outdoor special interest groups.
11. VisitCedarHillTx.com – Visit banner slides featuring event- and destination-specific activities on landing page.
12. Print and Digital Media Refresh – tourism specific including updated brochure and visitor guide, website media center, and rack card.

**V. Reports from staff.**

- Race Festival held February 6-7 – reduced divisions, but otherwise good participation
- National softball tournament, VTD, hosted by Waxahachie, July 8-10, 2016 – Cedar Hill to host 8-yr girls division
- Volunteer Appreciation Dinner is April 5 at Alan E. Sims Recreation Center
- Creative Arts Festival presented by Walk the Light and Kids on the Hill is Saturday, April 16, 2016, noon – 10 pm in Historic Downtown]
- Rotary Head for the Hills Bike Rally is May 21, 2016, beginning at Hillside Village – trial event for beer sponsorship and participant distribution following race
- There are multiple hotel inquiries in Cedar Hill
- Anita Hall's mother
- Trail app
  - Enhancements completed by Pariveda
  - Internal review week of March 1
  - Meetings with trail app partners mid March
  - Go live target Earth Day Texas in April

**VI. New Business.**

- Kelsey Armistead previewed branding video for board. Much the same as tourism with different music and more diverse messaging to include growing green, sustainability, partnerships and community engagement. Board questioned legality of using copyrighted music. Ms. Armistead agreed to investigate prior to publication
- Dogwood Canyon will host State Board meeting on May 5<sup>th</sup>, with Mayor Rob Franke, sitting chair of Audubon Texas, presiding

- Texas Parks & Wildlife environmental meeting during same time period at Hyatt Lost Pines Resort in Bastrop
- Northwood campus will be site of Texas Association for Environmental Education meeting in October 2016
- Ryan Alldaffer announced his resignation from the board effective March 2016

**VII. Review action items.**

1. Update board email list.

**VIII. Adjourn**

Upon a motion by Russell Read, seconded by Ms. Hart, Ms. Summerford adjourned the meeting at 4:10 PM.

ATTEST:

Minutes Approved on May 26, 2016  
Patricia M. Bushart,  
Tourism Marketing and Main Street Manager

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Haily Summerford  
Tourism Advisory Board Chair