

MINUTES
Tourism Advisory Board
Meeting of February 23, 2017

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday February 23, 2017, 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: Ellette Battles, Gina Daskocil, Anita Hall, Shannon Powell Hart, Russell Read and Haily Summerford. Joshua Choate was absent with prior notice. Kim Lewis was absent. The following City staff member was present: Patricia Bushart, Tourism Marketing and Main Street Manager. Guest present, Julie Collins, Dogwood Canyon Audubon Center.

I. Call the meeting to order.

Ms. Summerford called the meeting to order at 3:13 PM, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the August 25, 2016 Regular Meeting.

Russell Read made a motion, seconded by Anita Hall, to approve the minutes as presented. The motion carried by unanimous vote.

III. Receive Update of Best Southwest Partnership Tourism initiative.

The board received an update of the Best Southwest Partnership initiative with emphasis on tourism, specifically reorganization of the website, including:

- Before and after screenshots
- Content organization
- Coordination of contributors
- Improved navigation
- Establishing links
- Back end training

IV. Preview City Center conceptual illustrations.

The board previewed the City Center conceptual illustrations from six perspectives throughout the district including:

- Transit station and community center NW to SE
- Uptown Blvd. enhancement viewed SE to NW over Government Center
- Westbound Pioneer Trail at Uptown Blvd.
- Westbound W. Belt Line Rd. at Church St.
- FM 1382 at Straus Rd. gateway NW to SE
- Westbound Tidwell at U.S. Hwy. 67

All of these locations fall within the City Center Tax Increment Financing Zone (TIRZ) adopted by the City Council in meeting of December, 13, 2016. While the illustrations represent the City Center concepts, it was emphasized that these are strictly conceptual in presentation and subject to interpretation and/or change based upon demand and development.

V. Preview proposed 2017 advertising plan.

The board previewed the 2017 proposed advertising plan that includes:

- Print media
 - Texas State Travel Guide
 - Texas Parks and Wildlife Magazine
 - Authentic Texas Magazine
- Electronic media:
 - TourTexas.com
 - GoTravelSites.com
 - Clear Channel Outdoor
 - Texas Parks and Wildlife
 - TexasOutside.com
 - TexasHiking.com & AustinExplorer.com
 - New this year – Google AdWords-Remarketing

VI. Receive Update of current projects

- Tax Increment Financing Zone (TIRZ) City Center
- MOU with Texas Parks and Wildlife
- Fairfield Inn
- Preston Trails
 - Town Hall meeting
- FM 1382 Trail
- Tourism website(s)
 - Best Southwest Partnership
 - Visit subscriber capacity
 - Thrillist
 - State Park – podcasts, events
- Authentic Texas advertising feature – ReMarket, Music in the Park, Country Day

Board suggestions for improvement of communication include direct mail, Southwest Now Magazine advertisement for This Week in Cedar Hill (TWICH) blog and calendar subscriptions, and seeded door hangers.

VII. Reports from staff.

- ReMarket re-boots for Spring – March 25, April 22, May 27
- Cinema on the Square Fridays in April