

MINUTES
Tourism Advisory Board
Regular Scheduled Meeting August 18, 2020

The Tourism Advisory Board of the City of Cedar Hill, Texas, met Tuesday, August 18, 2020, at 6:00 pm via teleconference using Zoom and in the Administration Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Michaela Kral, Ashley Derrick, Joshua Choate, Traci Uncel-Martin, Zina Martin, Adriana Huizar. The following members were absent: Alexander Ray and Randall Chase

I. Call Meeting to Order:

Chairperson Michaela Kral called the meeting to order at 6:04 pm, declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Citizens' Forum

No citizens were in attendance.

III. Approve the Minutes of the October 24, 2019 and December 16, 2019 Regular Meetings

A motion was made by Adriana Huizar to approve the minutes for October 24, 2019 and December 16, 2019 Regular Called Meetings. Zina Martin seconded the motion. The motion was approved unanimously.

IV. Board Introductions

- Due to the retirement of Patty Bushart, Michelle Hernandez is now the Destination Marketing Manager for Cedar Hill.
- Christy Harris has replaced Michelle Hernandez, as the Customer and Visitor Experience Coordinator.
- New Tourism Advisory Board Member, Ashley Derrick introduced herself to the board.

V. Attractions Update

- Dogwood: The building and trails have been closed since March 2020. The goal is to reopen the trail by Labor Day weekend. The new hours will be Thursday – Saturday from 8 am to 2 pm. Dogs will no longer be allowed and there will be a visitor registration system in place. It is unknown when the restrooms or buildings will reopen.
- Cedar Hill State Park: The park was shut down for 3 weeks, is currently operating at minimal capacity and limiting visitor to reservations to a maximum of 400 cars a day. The current massive flood repair project is going well. There is an estimate of 12 months before completion and new concrete trails will be added.

VI. Aloft Hotel/Convention Center Update

Construction of the Aloft Hotel and Convention Center resumes in September 2020 with completion estimated to be Spring 2022. Advertising begin mid-2021. There will be a soft opening for 3-4 months before grand opening.

VII. Reports from staff

- Board was updated on new promotional items that have been ordered.
- A draft of the new Visit Cedar Hill website was presented.
- Visit Cedar Hill has expanded social presence to include LinkedIn, Google Business and LinkedIn
- Visit Cedar Hill, along with Grand Prairie, Waxahachie, Mansfield and Ennis, have been meeting since December, as a support system and think tank for all things tourism. Out of these meetings, the cities have come together to be known as "SoMetro" (South Metro area of Dallas). During the summer COVID months, the cities developed a "SoMetro Staycation" campaign that includes 5 videos (1 is still waiting to be publicized due to COVID restrictions), that has been shared on all social media channels for all 5 cities. The SoMetro Staycation campaign was submitted to the Texas Association of Convention & Visitors Bureaus Idea Fair during the annual conference. The campaign won 4 awards: Tourism Advertising & Branding, Co-Op Marketing, Video and Judges Choice. An ad was also placed for this campaign in the fall edition of Authentic Texas Magazine.
- Tourism and Economic Development Corp (EDC) have partnered on a new initiative for video content. We are working on themes such as Best of Cedar Hill, How It's Made and What's Cookin' Cedar Hill.
- Tourism and EDC are also working to develop an ambassador program to create a group that would be influencers, focus groups and help give visitors a local perspective.

VIII. Adjourn. 6:45pm

ATTEST:

Christy Harris
CVE Coordinator

Michaela Kral
Tourism Advisory Board Chair