

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of July 26, 2018**

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*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday July 26, 2018, 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: Alice Chase, Randall Chase, Joshua Choate, Michaela Kral, Zina Martin, Traci Uncel-Martin and Alexander Ray. The following City staff member was present: Patricia Bushart, Tourism Marketing Manager.*

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

Meeting was called to order at 6:02 PM, declared an open meeting with notice of the meeting duly posted and a quorum present.

**II. Welcome new and returning board members.**

Returning board members Randall Chase of the Cedar Hill Chamber of Commerce and Joshua Choate of Cedar Hill State Park served to welcome new members. Those members were:

- Alice Chase – travel blogger 'Thrill of the Chases,' marketing professional in the luxury sports car sector
- Michaela Kral – Dogwood Canyon Audubon Center, Administrative and Finance Manager, and marketing
- Zina Martin – entrepreneur, freelance artist and designer, business owner in Historic Downtown
- Traci Uncel-Martin – court employee with desire to help better the community
- Alexander Ray – property management businessowner looking for community engagement opportunities

**III. Approve the Minutes of the October 26, 2017 Regular Meeting.**

Joshua Choate made a motion, seconded by Randall Chase, to approve the minutes of the October 26, 2017 Regular Meeting.

**IV. Discuss board mission, vision and values.**

The board was provided the mission, vision and value statements adopted by the inaugural Tourism Advisory Board created in 2013. With the January 2018 adoption of Resolution No. R18-508 creating the new board, the opportunity to revisit and revise these tenets, if desired, will be at the board's discretion.

## **V. Review tourism initiative activities to date.**

The board reviewed a tourism initiative timeline dating from opening of the first lodging facility in 1998 to 2018, that includes construction of the FM 1382 trail and completion of a marina location study.

In addition, the board viewed a PowerPoint presentation with primary concentration on activities begun in 2013 with the appointment of a branding campaign committee that ultimately became the Tourism Advisory Board. The review included discussions of:

- Vision, mission and values
- City Council adoption of related plans and initiatives impacting tourism:
  - City Center development – entertainment & Signature Park
  - Growing Green initiative – conservation, messaging, marketing
  - Green partnerships – Cedar Hill State Park, Dogwood Canyon Audubon, Newman International, Cedar Ridge Preserve, U.S. Army Corps of Engineers, Dallas County, N. Central Texas Council of Governments
  - North Texas Hill Country Resort concept
- Prioritized initiatives developed by 2013 Tourism Advisory Board and review of each opportunity's progress to date
- Review of Hotel Occupancy Tax statute, local ordinance and appropriate use of funds
- City Council strategic initiatives for FY 2018
  - Bond referendum and extension of Crime Control Police District (5 years)
  - Clear cut movement on Hotel/Conference Center
  - Messaging and marketing of citizen's quality of life enhancements
  - Direction to staff to continue building on and enhancing 'Green' partnership opportunities
- Tourism partnerships, education and affiliations in Life's better in a 'State of travel' initiatives
- Discussion of tourism as a business with local and statewide statistics and economic impacts
- Cedar Hill tourism trade shows, exhibits and sponsorships
- Tourism staff wins for 2017 and 2018
- Review of initiatives currently underway
- List of local boards, organizations, partners and friends actively contributing to the current tourism initiatives, and;
- Team *Outdoorable* – those organizations and affiliations that work cooperatively to protect and preserve Cedar Hill's natural assets and amenities

## **VI. Discuss future meeting format and frequency.**

Based on the experience of the previous board, it is most likely that meetings will continue to occur on the fourth Thursday of the month, but at 6:00 pm rather than the previously set time of 3:00 pm.

The board was apprised of the intent to develop a new strategic plan beginning in the new fiscal year, understanding that the meetings will be facilitator-led and will occur over three

separate occasions, the first approximately 90-120 minutes in duration, with sessions two and three occurring on back-to-back Thursdays, approximately 3 hours each.

After that time, the board will most likely follow a bi-monthly meeting schedule, or as needed.

**VII. Reports from staff.**

- August 23 Meet and Greet with Jim Lake and Amanda Moreno-Lake, developers of the former Phillips' properties in Historic Downtown, at the Cedar Hill Chamber of Commerce, 5:30 – 7:30 pm
- September 20 tentative date for planning symposium 'Overcoming Barriers to Creating Great Places,' location to be determined

**VII. New Business.**

No new business was presented for discussion.

**Review action items.**

1. Send reminder for Meet and Greet the Lakes.
2. Send update and agenda for planning symposium, once finalized.

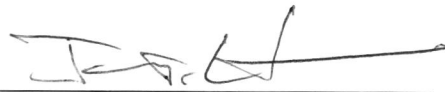
**VIII. Adjourn**

Absent dissent, the meeting of the Tourism Advisory Board was adjourned at 7:28 pm.

ATTEST:



Patricia M. Bushart,  
Tourism Marketing Manager



Joshua Choate  
Tourism Advisory Board