



City of Cedar Hill  
285 Uptown Blvd., Bldg. 100  
Cedar Hill, Texas 75104-3526  
972-291-5100  
fax 972-291-7250

**NOTICE OF SPECIAL CALLED MEETING  
TOURISM ADVISORY BOARD**

**AGENDA**

**Thursday, May 16, 2019**

Cedar Hill Government Center  
285 Uptown Blvd., Bldg. 100, 4<sup>th</sup> Floor Conference Room  
**6:00 P.M.**

- I. Call Meeting to Order.
- II. Approve the Minutes of the November 1, 2018 Special Called Meeting, the January 31, 2019 Special Called Meeting, the February 28, 2019 Regular Meeting, and the March 28, 2019 Regular Meeting.
- III. Receive update on elections, recent and upcoming events.
- IV. Receive presentation on naming of the 1382 trail.
- V. Receive presentation on the Historic Downtown Complete Street Project.
- VI. Reports from staff.
- VII. New Business.
- VIII. Review action items.
- IX. Adjourn.

I certify that the above notice of meeting was posted in accordance with the Texas Open Meetings Act at Cedar Hill Government Center, 285 Uptown Blvd., Bldg. 100, Cedar Hill, Texas, on the 13<sup>th</sup>, day of May 2019, at 6:00 p.m.

  
Lauren E. McCarty/Tourism Coordinator

**"PURSUANT TO SECTION 30.07, PENAL CODE (TRESPASS BY LICENSE HOLDER WITH AN OPENLY CARRIED HANDGUN), A PERSON LICENSED UNDER SUBCHAPTER H, CHAPTER 411, GOVERNMENT CODE (HANDGUN LICENSING LAW), MAY NOT ENTER THIS PROPERTY WITH A HANDGUN THAT IS CARRIED OPENLY"**

**"CONFORME A LA SECCIÓN 30.07, DEL CÓDIGO PENAL (ENTRADA SIN AUTORIZACIÓN POR TITULAR DE LICENCIA CON UNA PISTOLA VISIBLE), UNA PERSONA CON LICENCIA BAJO EL SUBCAPÍTULO H, CAPÍTULO 411 DEL CÓDIGO DE GOBIERNO (LEY DE LICENCIAS DE PISTOLAS), NO PUEDE ENTRAR EN ESTA PROPIEDAD CON UNA PISTOLA VISIBLE"**

This facility is wheelchair accessible. Handicapped parking spaces are available. Requests for sign interpretive services must be made 48 hours ahead of meeting. To make arrangements, call 972-291-5100 ext 1018 or (TDD) 1-800- RELAY TX (1-800-735-2989).

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of November 1, 2018**

---

*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, November 1, 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, Joshua Choate, Michaela Kral, Traci Uncel-Martin, and Alexander Ray. Randall Chase and Zina Martin were absent with prior notice. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patricia Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Strategic Planning Facilitator Bob Phillips.*

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

Meeting was called to order at 6:03 pm, declared an open meeting with notice of the meeting duly posted and a quorum present.

**II. Approve the Minutes of the July 26, 2018 Regular Meeting and the September 20, 2018 Joint Work Session – Planning Symposium.**

Michaela Kral made a motion, seconded by Alexander Ray, to approve the minutes of the July 26, 2018 Regular Meeting and the September 20, 2018 Joint Work Session – Planning Symposium. The motion was approved by unanimous vote.

**III. Introduce strategic planning facilitator and conduct pre-planning activities.**

Bob Phillips was introduced by Tourism Marketing Manager, Patty Bushart, as the board's strategic planning facilitator. Mr. Phillips led the board in pre-planning activities focused on the importance of travel, communication and trust. Building upon these discussions, two three-hour workshops were announced to develop the strategic plan. The board deliberated on possible meeting times, determining Thursday, January 10, 2019 and Thursday, January 31, 2019 to be the most suitable options.

**IV. Reports from staff.**

- Country Day on The Hill, Saturday, October 13, 2018 was cancelled due to inclement weather.
- Scare on the Square took place in Historic Downtown, Wednesday, October 31, 2018.
- Directors Retreat at Dogwood Canyon Audubon Center, Friday, November 9, 2018.
- Boards & Commissions Dinner at Alan E Sims Cedar Hill Recreation Center, January 29, 2019.
- Hillside Village new development
  - Mo's Italia Express
  - Pandora (coming soon)

- Hotel Conference Center
  - 90% of documentation in place
  - Currently in design phase
  - Tentative purchase agreement for land
  - Aloft franchise secured
  - June 2019 scheduled groundbreaking

**V. New Business.**

No new business was discussed.

**VI. Review action items.**

1. Send notice of next strategic planning workshop to absent board members and mayor's teen council ex officio member.
2. Send workshop calendar request.

**VII. Adjourn.**

Meeting was adjourned at 7:22 pm.

ATTEST:

---

Lauren McCarty,  
Tourism Coordinator

---

Joshua Choate  
Tourism Advisory Board

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of January 31, 2019**

---

*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, January 31, 2019, 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: Joshua Choate, Michaela Kral, Traci Uncel-Martin, and Alexander Ray. Alice Chase, Randall Chase, and Zina Martin were absent. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patricia Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Strategic Planning Facilitator Bob Phillips.*

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

Meeting was called to order at 6:34 pm, declared an open meeting with notice of the meeting duly posted and a quorum present.

**II. Conduct strategic planning workshop.**

Facilitator Bob Phillips conducted the board's second and final strategic planning workshop.

**III. Adjourn.**

Meeting was adjourned at 8:22 pm.

ATTEST:

---

Lauren McCarty,  
Tourism Coordinator

---

Joshua Choate  
Tourism Advisory Board

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of February 28, 2019**

---

*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, February 28, 2019, 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, Zina Martin, Michaela Kral, and Alexander Ray. Traci Uncel-Martin was absent with prior notice. Joshua Choate was absent. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patricia Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator.*

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

Meeting was called to order at 6:22 PM, declared an open meeting with notice of the meeting duly posted and a quorum present.

**II. Approve the Minutes of the November 1, 2018 Special Called Meeting, the January 10, 2019 Special Called Meeting, and the January 31, 2019 Special Called Meeting**

This item was tabled till next regular meeting.

**III. Review executive summary to strategic plan.**

The board conducted three strategic planning workshops with facilitator Bob Phillips of Improving Your Success. The board received and reviewed the executive summary provided by Mr. Phillips and discussed the four areas their plan would focus on: Entertainment Product Development, Policy, Communication, and Partnerships.

The board will, in subsequent meetings, discuss each focus area separately and create action plans to achieve the goals set forth by the strategic plan. The board will begin with Communication and Partnerships and chose to hold off discussion of Entertainment Product Development until after the May election.

Concerning partnerships, it was recommended by staff that ex officios from EDC, Parks and Recreation, and possible other departments be invited to assist in the creation of pathways for goal achievement.

Once the strategic plan is fully vetted, regular meetings will most likely occur five to six times per year or on an as needed basis.

**IV. Review and Update alcohol ordinance revisions.**

The board received a presentation from Director Russell Read on the proposed alcohol ordinance revisions and the upcoming May election. A petition for the sale of liquor for off-premise consumption was validated and put on the May 5, 2019 election ballot as a referendum by City Council. Staff discussed with the board the proposed ordinance revisions and explained the City's ability to set constraints on liquor stores so long as those constraints are in place before the election.

Alice Chase inquired about the City's stance on alcohol delivery services. According to staff, while drive throughs are prohibited, the City is silent on online delivery services.

Alice Chase further inquired how revisions to the ordinance would affect existing businesses. Staff explained the revisions would not affect existing businesses unless they were to begin selling alcohol. No specifics were discussed.

Ordinance revisions were also proposed for on-premise consumption of alcohol. Proposed revisions would amend the minimum 60% food revenue requirement to include all products and services. Revisions would only be applicable in the Uptown Overlay and possibly the Hillside Village PD and EDC Property in Old Town. Randall Chase made a motion, seconded by Michaela Kral, to formally recommend revising the ordinance for on-premise consumption of alcohol. The motion was approved unanimously.

#### **V. Review and Update brand, vision, and values.**

Tourism Marketing Manager Patty Bushart gave background insight on the Tourism board's origin and initial purpose. The board was provided copies of their current mission, vision, and values for review and feedback. Based on priorities identified through strategic planning the board determined their mission, vision, and values to still be applicable and recommended keeping them as is.

#### **VI. Reports from staff.**

- Hotel Conference Center underway
  - 60% of documentation in place
  - HVS hotel market report received
  - Land purchase in negotiation
  - Ground breaking scheduled for June 2019
- Cedar Hill Economic Development Corporation seeking national accreditation
- Volunteers needed for community build at Virginia Weaver Park February 26, through March 2, 2019
- Citywide Neighborhood Block Party & Recreation Center Anniversary, March 2, 2019
- Taste of Cedar Hill hosted by the Chamber of Commerce in Historic Downtown, April 13, 2019
- New website launch scheduled for March 28, 2019
- Audubon Photography Exhibit on display at the Government Center April 3, through 24, 2019
- EarthX at Fair Park in Dallas, April 26, through 28, 2019

- In discussion with construction company regarding the Lakes Development in Historic Downtown
- Alice Chase met, and is now affiliated with, Dallas Creatives

**VII. New Business.**

No new business was discussed.

**VIII. Review action items.**

1. Provide board's recommendation in support of the proposed ordinance revisions regarding the sale of alcoholic beverages for on-premise consumption to Planning and Zoning.
2. Prepare March 28, 2019 agenda.

**IX. Adjourn.**

Meeting was adjourned at 7:43 PM.

ATTEST:

---

Lauren McCarty,  
Tourism Coordinator

---

Joshua Choate  
Tourism Advisory Board

**MINUTES**  
**Tourism Advisory Board**  
**Meeting of March 28, 2019**

---

*The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, March 28, 2019, 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: Michaela Kral, Zina Martin, Alexander Ray and Traci Uncel-Martin. Josh Choate was absent with prior notice. Alice Chase and Randall Chase were absent. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Alison Ream, Director of Communications, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Adriana Huizar, Director of Sales and Marketing for the Fairfield Inn & Suites Dallas Cedar Hill.*

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

Meeting was called to order at 6:17 PM, declared an open meeting with notice of the meeting duly posted and a quorum present.

**II. Approve the Minutes of the November 1, 2018 Special Called Meeting, the January 10, 2019 Special Called Meeting, the January 31, 2019 Special Called Meeting, and the February 28, 2019 Regular Meeting.**

A motion was made by Michaela Kral, seconded by Zina Martin, to approve the minutes of the January 10, 2019 Special Called Meeting. The motion passed unanimously.

Approval of the Minutes of the November 1, 2018 Special Called Meeting, the January 31, 2019 Special Called Meeting, and the February 28, 2019 Regular Meeting was tabled.

**III. Elect Chair and Vice-Chair.**

A motion was made by Traci Uncel-Martin, seconded by Alexander Ray, to nominate Michaela Kral as board Chair. The motion passed by a vote of 3-0, with one abstention.

Zina Martin volunteered as Vice-Chair.

**IV. Receive presentation on Nature Corridor.**

The board received a presentation from Communications Director Alison Ream on the future of the Cedar Hill Nature Corridor. Ream touched on Cedar Hill's unique topography and diverse ecosystem and discussed the importance of preservation and accessibility. As explained by Ream, the City Council's long-term vision for the Nature Corridor is two-pronged. First is to maintain Cedar Hill's natural resources through partnerships with local parks, Dogwood Canyon Audubon, Texas Parks & Wildlife Department, Texas Department of



Transportation, and Dallas County; and second is to provide citizens and visitors access to these resources.

In the short-term, with the completion of the 1382 trail on the horizon, comes the opportunity to brand what will soon be a signature piece of access to the Nature Corridor. Ream expounded on the branding process, stating a creative consultant has been selected and is currently working alongside City staff to conduct focus group meetings with key stakeholders. Information collected from the focus groups would be used to select potential names for the 1382 trail. The target date to select and recommend a trail name to City Council is June 11, 2019.

#### **V. Discuss upcoming events, exhibits, and activities.**

Staff discussed with the board opportunities for community and visitor engagement. Invitations to the Audubon Photography Awards Exhibit opening reception were distributed. Staff will also provide the board a link to register as a volunteer for EarthX and send notice of all future partnership opportunities.

Michaela Kral made mention of the Dogwood Canyon Audubon Center's Guided Flowering Dogwood Blooms Hikes, March 30 – April 7, 2019.

#### **VI. Reports from staff.**

- Board's recommendation to City Council concerning the sale of alcohol for on-premise consumption was successful
  - The new ordinance passed by a 7-0 vote
  - The ballot for the May 4, 2019 election to include a referendum for the sale of alcohol for off-premise consumption
- Hotel Convention Center
  - Land acquisition anticipated to close the beginning week of April 2019
  - Ground breaking scheduled for June 2019
  - 90% of design has been approved
  - Public and private funding has been secured
    - City portion budgeted at \$7.2 million
  - Final project presentation to City Council for consideration is anticipated at the April 25, 2019 City Council Meeting
- Joe Pool Lake access
  - The City has been in discussion with the Cedar Hill State Park and the U. S. Army Corp of Engineers to construct a facility to provide public access to Joe Pool Lake
    - Cedar Hill State Park seeking to partner with the City
    - Parties anticipated to enter back into negotiations in mid-April 2019
  - Texas Parks & Wildlife Department recently approved a proposal to allow consumption of alcohol on Cedar Hill State Park property and at two other parks in the state

**VII. New Business.**

- Adriana Huizar, Director of Sales and Marketing for the Fairfield Inn & Suites Dallas Cedar Hill requested a board application and to be included on the Tourism Advisory Board email list
- Meeting date for May to be determined

**VIII. Review action items.**

1. Set May meeting date.
2. Add Adriana Huizar to email list and send board application.
3. Provide board the sign-up link to volunteer for EarthX.

**IX. Adjourn.**

Meeting was adjourned at 6:53 PM.

ATTEST:

---

Lauren McCarty,  
Tourism Coordinator

---

Michaela Kral  
Tourism Advisory Board Chair

**CITY OF CEDAR HILL**  
**MAY 4, 2019**  
**GENERAL ELECTION**  
**UNOFFICIAL FINAL CUMULATIVE RESULTS**  
**(DALLAS & ELLIS CO. COMBINED)**

Mayor	Early Voting in person	Early Voting by mail	Election Day	Prov EV/ED	Election Day ADA	Totals	Percent %
Jami McCain	1180	22	638	0	0	1840	49.12%
<b>Stephen Mason</b>	<b>1172</b>	<b>50</b>	<b>684</b>	<b>0</b>	<b>0</b>	<b>1906</b>	<b>50.88%</b>
Totals	2352	72	1322	0	0	3746	100%

Council Member Place 3	Early Voting in person	Early Voting by mail	Election Day	Prov EV/ED	Election Day ADA	Totals	Percent %
Valarie L. Banks	1000	38	587	0	0	1625	41.78%
<b>Alan E. Sims</b>	<b>1444</b>	<b>37</b>	<b>783</b>	<b>0</b>	<b>0</b>	<b>2264</b>	<b>58.22%</b>
Totals	2444	75	1370	0	0	3889	100%

Council Member Place 5	Early Voting in person	Early Voting by mail	Election Day	Prov EV/ED	Election Day ADA	Totals	Percent %
Kim Rimmer	765	24	362	0	0	1151	30.62%
<b>Victor Gonzales*</b>	<b>836</b>	<b>28</b>	<b>472</b>	<b>0</b>	<b>0</b>	<b>1336</b>	<b>35.54%</b>
<b>Gregory Glover*</b>	<b>745</b>	<b>21</b>	<b>506</b>	<b>0</b>	<b>0</b>	<b>1272</b>	<b>33.84%</b>
<b>* RUN-OFF</b>	Early voting dates May 28 - June 4			Run-Off	Final voting day Saturday,	June 8, 2019	
Totals	2346	73	1340	0	0	3759	100%

*Belinda Berg*

*May 5, 2019*

*2:56am*

Belinda Berg  
City Secretary

Date

Time

Mayor, Rob Franke • Mayor Pro Tem, Stephen Mason • Jami McCain • Daniel C. Haydin, Jr.  
Wallace Swayze • Chad A. McCurdy • Clifford R. Shaw • City Manager, Greg Porter



285 Uptown Blvd., Bldg. 100  
 Cedar Hill, TX 75104  
 O. 972.291.5100  
 F. 972.291.5199

CITY OF CEDAR HILL  
 MAY 4, 2019  
 SPECIAL ELECTION  
 TO FILL A VACANCY FOR PLACE 1 (UNEXPIRED TERM)

**UNOFFICIAL FINAL CUMULATIVE RESULTS**  
**(DALLAS & ELLIS CO. COMBINED)**

Council Member Place 1	Early Voting in person	Early Voting by mail	Election Day	Prov EV/ED	Election Day ADA	Totals	Percent %
Michael H. Lewis	1177	22	639	0	0	1838	49.09%
<b>Shirley Daniels</b>	<b>1174</b>	<b>50</b>	<b>682</b>	<b>0</b>	<b>0</b>	<b>1906</b>	<b>50.91%</b>
Totals	2351	72	1321	0	0	3744	100%

*Belinda Berg*

Belinda Berg  
 City Secretary

*May 5, 2019*

Date

*2:53am*

Time

Mayor, Rob Franke • Mayor Pro Tem, Stephen Mason • Jami McCain • Daniel C. Haydin, Jr.  
 Wallace Swayze • Chad A. McCurdy • Clifford R. Shaw • City Manager, Greg Porter



285 Uptown Blvd., Bldg. 100  
 Cedar Hill, TX 75104  
 O. 972.291.5100  
 F. 972.291.5199

CITY OF CEDAR HILL  
 MAY 4, 2019  
 SPECIAL LOCAL OPTION ELECTION

UNOFFICIAL FINAL CUMULATIVE RESULTS  
 (DALLAS & ELLIS CO. COMBINED)

Proposition A <i>"Shall the City of Cedar Hill approve the legal sale of all alcoholic beverages for off-premise consumption only?"</i>	Early Voting in person	Early Voting by mail	Election Day	Prov EV/ED	Election Day ADA	Totals	Percent %
<b>FOR</b>	<b>1287</b>	<b>48</b>	<b>689</b>	<b>0</b>	<b>0</b>	<b>2024</b>	<b>51.42%</b>
AGAINST	1173	27	712	0	0	1912	48.58%
Totals	2460	75	1401	0	0	3936	100%

*Belinda Berg*

Belinda Berg  
 City Secretary

*May 5, 2019*

Date

*3:00am*

Time

Mayor, Rob Franke • Mayor Pro Tem, Stephen Mason • Jami McCain • Daniel C. Haydin, Jr.  
 Wallace Swayze • Chad A. McCurdy • Clifford R. Shaw • City Manager, Greg Porter

## Upcoming Tourism Events & Events of Note as of 19.05.14

Tuesday	May 14	7:00 pm	City Council Meeting Installation of new Mayor, Places 3 & 5 Council
Tuesday	May 28 July 26	9:00 am 4:00 pm	Dogwood Canyon Summer Camp begins weekdays
Friday	May 31 June 2	10:00 am 10:00 pm	USSSA Baseball A State Championships Valley Ridge Park
Friday	June 7	8:00 pm	Music in the Park – Valley Ridge Park
Saturday	June 8	6:00 am	Tri-NOW Kids Triathlon* – Crawford Park
Sunday	June 9	6:00 am	Tri-Now Adult Triathlon & Olympic Sprint* Cedar Hill State Park & around
Saturday	June 15	5-10:00 pm	Juneteenth – Valley Ridge Park
Monday	June 17 June 20	9:00 am 12:00 pm	LYCT Camp Broadway – Trinity Church daily
Friday	June 21	7:00 pm 8:00 pm	Disney's The Little Mermaid* – Trinity Church Music in the Park – Valley Ridge
Saturday	June 22	8:00 am 2:00 pm 6:00 pm	Kayak Eco-Tour – Cedar Hill State Park Disney's The Little Mermaid* – Trinity Church “
Friday	June 28	7:00 pm 8:00 pm	Disney's The Little Mermaid* – Trinity Church Music in the Park – Valley Ridge
Saturday	June 29	2:00 pm 6:00 pm	Disney's The Little Mermaid* – Trinity Church “
Friday	July 5 August 9	7:00 pm	Jam to Give – Hillside Village weekly on The Village Green
Saturday	July 13	3:00 pm 8:00 pm	Taste of Cedar Hill & Business Expo Historic Downtown