

MINUTES
Tourism Advisory Board
Meeting of May 16, 2019

The Tourism Advisory Board of the City of Cedar Hill, Texas, met on Thursday, May 16, 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: Josh Choate, Michaela Kral, Zina Martin, and Traci Uncel-Martin. Alice Chase, Randall Chase, and Alexander Ray were absent. The following City staff members were present: Alison Ream, Director of Communications, Patty Bushart, Tourism Marketing Manager, 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.

Chairman Michaela Kral called the meeting to order at 6:08 PM declaring it 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 31, 2019 Special Called Meeting, the February 28, 2019 Regular Meeting, and the March 28, 2019 Regular Meeting.

Item was tabled.

III. Receive update on elections, recent and upcoming events.

Board was provided election results from staff. Stephen Mason was sworn in as Mayor along with new council members Shirley Daniels and Alan E. Sims at the May 14, 2019 City Council Meeting. A run-off election between Victor Gonzales and Gregory Glover for Place 5 will be held June 8, 2019.

Proposition A passed approving the legal sale of all alcoholic beverages for off-premise consumption.

The board reviewed a list of upcoming events provided by staff.

IV. Receive presentation on naming of the 1382 trail.

The board received a presentation from Communications Director Alison Ream on the proposed names for the 1382 trail. The following names were developed by RocketBrand marketing firm through multiple focus groups with staff, community members, and other stakeholders:

- The Balcones Trail
- The Link Trail
- The Juni Trail
- The Brakes Trail