

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

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*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