

**Notice of Meeting for the  
Convention and Visitors Bureau Advisory Board  
of the City of Georgetown  
February 14, 2019 at 8:30 AM  
at Georgetown Visitor Center, 103 W. 7th Street, Georgetown, TX**

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

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**Legislative Regular Agenda**

- A Welcome/Call to Order - Georgene Richaud
- B Jack Frost Invitational Basketball Tournament Hotel Occupancy Tax Grant Follow-up Report Presentation - Cari Miller, Tourism Manager
- C Discussion and possible action to approve a Transportation Grant for the American Music Therapy Association Conference – Cari Miller, Tourism Manager
- D Discussion and possible action to approve a Transportation Grant for the Bhakta Open Conference – Cari Miller, Tourism Manager
- E Discussion and possible action to approve a Transportation Grant for the Center for STEM Education Conference – Cari Miller, Tourism Manager
- F Discussion and possible action to approve a Transportation Grant for the Texas Downtown Association Conference – Cari Miller, Tourism Manager
- G Discussion and possible action to approve a Transportation Grant for the National Instruments Finance Conference – Cari Miller, Tourism Manager
- H Presentation and discussion regarding the upcoming Tourism Strategic Plan - Cari Miller, Tourism Manager
- I Presentation regarding the CVB Performance Measures - Cari Miller, Tourism Manager
- J Discussion and possible action regarding the Explore Georgetown, Texas Mobile App - Cari Miller, Tourism Manager
- K Red Poppy Festival Update - Cari Miller, Tourism Manager
- L Discussion and possible action regarding advertising and media exposure and dates of upcoming events - Cari Miller, Tourism Manager

**CERTIFICATE OF POSTING**

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public at all times, on the \_\_\_\_\_ day of \_\_\_\_\_, 2019, at \_\_\_\_\_, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.



City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Welcome/Call to Order - Georgene Richaud

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Jack Frost Invitational Basketball Tournament Hotel Occupancy Tax Grant Follow-up Report  
Presentation - Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Discussion and possible action to approve a Transportation Grant for the American Music Therapy Association Conference – Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Discussion and possible action to approve a Transportation Grant for the Bhakta Open Conference – Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Discussion and possible action to approve a Transportation Grant for the Center for STEM Education Conference – Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Discussion and possible action to approve a Transportation Grant for the Texas Downtown Association Conference – Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**



City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Discussion and possible action to approve a Transportation Grant for the National Instruments Finance Conference – Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Presentation and discussion regarding the upcoming Tourism Strategic Plan - Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Presentation regarding the CVB Performance Measures - Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Discussion and possible action regarding the Explore Georgetown, Texas Mobile App - Cari Miller,  
Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Red Poppy Festival Update - Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

City of Georgetown, Texas  
Convention and Visitors Bureau  
February 14, 2019

**SUBJECT:**

Discussion and possible action regarding advertising and media exposure and dates of upcoming events -  
Cari Miller, Tourism Manager

**ITEM SUMMARY:**

N/A

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**