



Visitor Impact Task Force  
January 31, 2017  
3:00pm  
Austin Convention Center  
Meeting Room 5abc  
500 E. Cesar Chavez  
Austin, TX 78701

## **MINUTES**

### **In Attendance:**

Gavin Garcia, Music Industry Representative  
Catlin Whittington, Music Industry Representative  
Lulu Flores, Arts Community Representative  
MariBen Ramsey, Arts Community Representative  
James Russell, Special Events Industry Representative  
Julie Niehoff, Special Events Industry Representative  
Tom Noonan, Austin Convention & Visitors Bureau Representative  
Shelly Schadegg, Hotel Industry Representative  
Bill Worsham- Public Safety Community Representative  
Alyson McGee- Preservation Community Representative  
Dan Keshet- Parks Community Representative  
Mark Tester- Convention Center Representative  
Dewitt Peart- Downtown Commission Representative  
Ashwin Ghatalia- Tourism Workforce Representative  
Stephen Sternschein- Tourism Workforce Representative  
Jonathan Mahone- Community Member Representative  
Skeeter Miller- Restaurant Industry Representative  
Sara Hartley- Public Works Department Representative (ex-officio)  
Gordon Derr- Transportation Department Representative (ex-officio)

### **Absent:**

Pam Thompson- Environmental Community Representative

### **Staff and Others In Attendance:**

Mark Washington, ACM  
Larry Schooler, CPIO, Facilitator  
Leela Fireside, City of Austin, Law Department  
Felicia Ojeda, Austin Convention Center Department  
Steve Genovesi, Austin Convention & Visitors Bureau  
Julie Chase, Austin Convention & Visitors Bureau  
Susan Richardson, Austin Convention & Visitors Bureau  
Bill Bunch, Save Our Springs Alliance  
Shannon Sedwick, Pecan Street Festival  
Debbie Russell, Pecan Street Festival  
Creola Shaw Burns, Events Unlimited

## **AGENDA**

### **1. CALL MEETING TO ORDER**

- a. Meeting called to order at 3:06pm by Chair, James Russell

### **2. CITIZEN COMMUNICATION: GENERAL**

- a. Bill Bunch, Save Our Springs Alliance
- b. Shannon Sedwick, Pecan Street Festival
- c. Debbie Russell, Pecan Street Festival

### **3. Approval of Minutes from January 17, 2017 Meeting**

### **4. BRIEFING:**

- a. Carla Steffen, Austin Convention Center Department, presented the Long Range Master Plan and proposed plans for expansion
- b. Tom Noonan, Steve Genovesi, Julie Chase and Susan Richardson Austin Convention & Visitors Bureau, presented the Austin Convention & Visitors Bureau Sales and Marketing Analysis Report

### **5. FUTURE AGENDA ITEMS:**

### **6. ADJOURNMENT**

- a. Meeting adjourned 6:15pm

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For more information on the Visitor Impact Task Force, please contact Felicia Ojeda at 512.404.4022, [felicia.ojeda@austintexas.gov](mailto:felicia.ojeda@austintexas.gov).