



Minutes

**Visit Bastrop
Board Meeting**

**Best Western Bastrop Pines Inn
107 Hunters Crossing Blvd, Bastrop, TX 78602**

**Thursday, April 19, 2018
8:30 A.M.**

The Visit Bastrop Board of Directors convened in a regular meeting at the Best Western Bastrop Pines Inn, 107 Hunters Crossing Blvd., Bastrop, TX 78602, on Thursday, April 19, 2018, at 8:30 a.m. Notice of said meeting, giving date, place, and subject thereof having been posted as prescribed in Article 6252-17 V.A.T.C.S., Government Code, Chapter 551, with the following Board members present:

Rick Brackett
Jamie Creacy
Cindy Ginsel
Tom Grundin

Clint Howard
David Jacobs
Naseem Khonsari
Kevin Plunkett

Tom Scott
Veena Tawani

Ex officio members present: Dale Lockett, Becki Womble

Guests present: Julie Hart, CFO by Design; Karen Kennard, attorney; Terry Haggerty, Bastrop journalist; Tracy Waldron, City of Bastrop

Visit Bastrop staff present: Christy Hunn, Ashton LaFuente, Shane Sorenson, Kathie Reyer

Convened:

- I. **CALL TO ORDER - Clint**
Clint Howard called the meeting to order at 8:30 a.m.
- II. **APPROVAL OF MINUTES** – Consider approval of minutes from March 22, 2018.
Cindy moved to approve the March 22, 2018 minutes. Tom seconded the motion. The motion passed.

III. INTRODUCTION OF ATTORNEY KAREN KENNARD - Dale

Karen is on retainer to represent Visit Bastrop. She will attend Board meetings and help guide the Board and staff in legal matters.

Karen agreed with Dale it would be easier and more efficient to have a funneling process in place regarding legal matters. Individual Board members will go through the Executive Committee and make staff aware of any matters in which they need Karen's assistance - unless it is a matter regarding staff.

IV. REVIEW MARCH FINANCIALS – Julie Hart, CFO by Design/Kevin

Julie presented financial reports for March 2018.

V. HOT FUNDS RESTRUCTURE – Dale

Dale discussed the City of Bastrop staff report regarding HOT funds distribution. He explained changes in the current process including \$75,000 that Visit Bastrop will oversee. VB will need to put policies and procedures in place regarding distribution of these funds. The funds will be set up as grant funds, separate from the operating budget.

Tracy Waldron explained several entities, including the Bastrop County Museum and Visitor Center, and Opera House, will have a separate contract for funding through the City. Visit Bastrop will not monitor or award funds to these entities. Dale recommended decisions regarding HOT fund awards be a Board responsibility. Staff may make recommendations to the Board, but the Board will not be bound by staff recommendations.

Clint asked for clarification from the City regarding conflicts of interest. Karen explained Visit Bastrop is an independent entity, not a City entity, and the Visit Bastrop by-laws cover conflict of interest issues.

VI. NATIONAL TOURISM WEEK – Dale

Visit Bastrop will join with Explore Bastrop County on May 10, at 10:00 a.m., at the Bastrop Opera House to present a special panel including Sarah Page with TACVB, Margo Richards with LCRA, and Andrea Barefield with the Texas Brazos Trail Region. The panel will discuss "Travel Then and Travel Now". The Cities of Smithville and Elgin will participate as well.

Shane discussed award recognition for employees in the hospitality industry who do an exemplary job to provide a positive guest experience to Bastrop visitors. All restaurants, hotels, and attractions were sent an email asking for nominations. There are four nominations so far. He encouraged Board members to submit nominations and said he would extend the April 19 deadline to May 1. Winners will be announced on May 10, at the Travel Rally. Nominations will be limited to individuals rather than teams.

Visit Bastrop has requested that the Mayor proclaim May 6 through May 12, 2018, National Tourism week.

VII. MARKETING COMMITTEE BRANDING REPORT – Naseem

The Marketing Committee met with Augustine, via conference call, to have an initial question and answer session. Dale stated Augustine will deliver brand analysis and discovery within one month. We should have our brand work completed within three to four months.

VIII. PRESIDENT’S REPORT – Dale

Dale discussed the online customer service excellence training proposal. The cost of the proposal is \$24,500. Visit Bastrop, City of Bastrop, and BEDC will split the cost - \$8,166 for each funding entity. The cost will be folded into the existing budget.

Dale introduced Kathie Reyer as the new Director of Communications.

Dale stated he asked Emily with Proof to send a recap of monthly retainer expenses. He is currently reviewing that information. We do not have a contract with Proof at this time and will not have one until we have decided if we will stay with Proof once Augustine has completed the branding process.

IX. INDIVIDUAL REPORTS BY STAFF – Shane and Ashton

- Shane presented March sales report.
- Ashton presented March marketing report. Ashton and Kathie will attend the TACVB Marketing Conference in Temple, TX May 2 – 4, 2018.
- Ashton discussed marketing for upcoming events - Music Festival, Tough Mudder, and Patriotic Festival.

X. CHAIR REPORT - Clint

Clint discussed vacant Board positions. Bob Jones resigned from the Board and Tom Grundin has left LCRA. Becki said she will have nominations before the next meeting.

Clint stated the Strategic Plan is tabled until the permanent CEO position is filled. Regarding the upcoming vacant CEO position, two search companies have responded. SearchWide has submitted a proposal, and Strategic Government Relations (SGR) will submit a proposal shortly.

XI. BOARD COMMENTS - Clint

No Board comments.

XII. **NEXT BOARD MEETING**

The next Board Meeting date is May 17, 2018, at Piney Creek Chop House, 703 Chestnut St., Bastrop, TX 78602.

Naseem is interested in hosting the June Board meeting.

XIII. **ADJOURN BOARD MEETING**

Cindy moved to adjourn the meeting. Dave seconded the motion. The meeting adjourned at 10:07 a.m.

Minutes recorded by Christy Hunn, April 19, 2018