



Minutes

**Visit Bastrop
Board Meeting**

**Lost Pines Art Bazaar
603 Chestnut Street, Bastrop, TX 78602**

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

The Visit Bastrop Board of Directors convened in a regular meeting at the Lost Pines Art Bazaar, 603 Chestnut Street, Bastrop, TX 78602, on Thursday, July 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:

Brenda Abbott
Shawn Anthea-Pletsch
Rick Brackett
Clint Howard

Dave Jacobs
Naseem Khonsari
Marcus O'Conner
Kevin Plunkett

Andy Sexton
Veena Tewani

Ex officio members present: Dale Lockett, Becki Womble

Guests present: Karen Kennard, Legal Counsel; Colin Guerra, for Sarah O'Brien

Visit Bastrop staff present: Christy Hunn, Ashton LaFuente

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 June 21, 2018.

Shawn moved to approve the June 21, 2018 minutes. Rick seconded the motion. The motion passed.

III. REVIEW JUNE FINANCIALS –Kevin

Kevin presented financial reports for June 2018.

IV. BUDGET & FINANCE COMMITTEE REPORT – Kevin

Kevin presented proposed FY 2018/19 Visit Bastrop Budget. Dale stated this proposal is based on a significant increase in destination marketing. Group sales will be supported but at a more realistic level. The group sales scope will be reduced. Income is based on varying carryover and flat HOT funding. Numbers may change based on guidance from the City on HOT funds. Rent expenses reflect an expected change in office address. Personnel expenses are expected to decrease based on salary for a new Director.

The proposed budget was presented for discussion, not a vote. The Budget will be presented for a vote at the August Board Meeting and then presented to City Council.

Dale suggested if the Board is interested in going through the budget by line item, they do it in executive session as the information is proprietary. Karen Kennard stated the budget, including the roll-down is a public document but she will see what exceptions might apply.

V. MARKETING COMMITTEE REPORT – Brenda

Marketing Committee met July 5, 2018, at the Hyatt to discuss the marketing plan for 2019. The Committee recommends that a 30/60/10 split be approved: 60% on new destination campaign which is supported by brand work; 30% event marketing; 10% for website redesign.

VI. PRESIDENT’S REPORT – Dale

June President’s Report - Dale discussed the June President’s Report. The Board agreed to use the new report format for the monthly Board report as well as the report for City Council.

Comparative Cities for STR Report - Discussion regarding comparable sets versus competitive sets on the Smith Travel Report ensued. Clint asked that this discussion be tabled for the next meeting.

Gap Campaign - Dale explained a gap campaign will start the week of July 23 and will run through the summer. He presented the “We Got It” campaign concept.

Hot Funds Distribution – Dale reminded board that it is income in and income out. Staff will receive the requests for HOT funds. Staff will do initial evaluation and come to the Board with three potential recommendations: 1) Recommends Support; 2) Neutral; and 3) Does Not Recommend Support. Staff will explain rationale behind recommendation, but Board is free to choose if the event will be supported.

VII. MARKETING REPORT – Ashton

Ashton discussed the marketing portion of the President’s Report. Dale asked that a definition of organic be included in the report in the future.

VIII. CHAIR REPORT – Clint

Cindy Ginsel has resigned her Board position. This leaves the Secretary position vacant. Because the Executive Committee will hold interviews for potential hires for the CEO position next week, the Secretary position needs to be filled immediately. Clint nominated Brenda Abbott to take the open Secretary position. **Shawn moved to approve the motion that Brenda be named Secretary. Dave seconded the motion. Motion passed.** Clint verified that Brenda will be available for the interview process.

Clint stated there are two openings on the Board, one is the Film representative, and the other is the History representative. He asked for nominations for the two positions.

Clint addressed concerns regarding comments made by Bonnie Coffey in a “letter to the editor” in the Bastrop Advertiser. He asked Board members to send a list of their non-profit board experience to answer Ms. Coffey’s comment regarding lack of non-profit board experience.

Clint addressed concerns regarding requests from the Mayor to complete a comprehensive community calendar and a lack of tangibles from Visit Bastrop. **Shawn made a motion that Visit Bastrop not publish and maintain a comprehensive community calendar since it is outside the scope of our mission, vision, and the scope of HOT funds allocation. Naseem seconded the motion. Motion passed.**

Clint discussed office rental space. The BEDC has approached Visit Bastrop about leasing office space with them in a new building on Main Street. Board discussed leasing existing space versus waiting for the new building to be completed.

Clint stated that each Board member should contact people in their industry and set up meetings to discuss industry representation and report feedback.

IX. BOARD COMMENTS – Clint

No Board comments.

X. NEXT BOARD MEETING

The next board meeting date is August 16, 2018, at 602 on Main, 919 Main Street.

XII. ADJOURN BOARD MEETING

Clint moved to adjourn the meeting. Dave seconded the motion. The meeting adjourned at 10:44 p.m.

