



## Minutes

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**Visit Bastrop  
Board Meeting**

**Bastrop Convention Center  
1408 B Chestnut Street  
Bastrop, Texas 78957**

**Thursday, October 18, 2018  
8:30 A.M.**

The Visit Bastrop Board of Directors convened in a regular meeting at the Bastrop Convention Center, 1408 B Chestnut Street, Bastrop, Texas 78602, on Thursday, October 18, 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  
Jamie Creacy

Clint Howard  
Naseem Khonsari Nainani  
Kevin Plunkett  
Mindy Raymond

Kaye Sapikas  
Tom Scott  
Andy Sexton  
Veena Tewani

Ex officio members present: Susan Smith, Becki Womble

Guests present: Julie Hart, CFO by Design; Kathy Danielson for Sarah O'Brien

Visit Bastrop staff present: Christy Hunn, Ashton LaFuenta

**I. CALL TO ORDER – Clint Howard**

Clint Howard called the meeting to order at 8:31 a.m.

**II. APPROVAL OF MINUTES – Consider approval of minutes from September 20, 2018.**

**Naseem Khonsari Nainani moved to approve the September 20, 2018 minutes. Brenda Abbott seconded the motion. The motion passed.**

**III. REVIEW SEPTEMBER FINANCIALS – Julie Hart**

Julie Hart presented the September 2018 financial report.

**IV. PRESIDENT'S REPORT – Susan Smith**

September President's Report – Susan Smith presented the September President's Report. She stated City Council requested the report be simplified. The new report format will be adopted by Visit Bastrop and the City Agreement will be adapted to reflect the change in formatting.

Ashton LaFuente presented the marketing and PR sections of the President's Report.

Susan stated she is working on job postings for two sales positions.

Open Records Act – Susan stated the Item for discussion should have been Open Meetings Act, not Open Records Act. Because it is an action item, it will be discussed at the next Board meeting in November.

Susan asked the Board to approve changes to the by-laws requiring that the marketing and finance committees meet on a regular basis. Tom Scott recommended that all changes be presented at one time. The Board agreed to wait until all changes are identified, then present and approve them at the same time.

**V. CHAIR REPORT – Clint Howard**

Clint asked about the status of focus groups that have not met. Kaye Sapikas said the history, sports, and outdoor/recreation groups would meet before the next Board meeting. Clint asked that he and Susan be included in the emails regarding the meeting. Naseem asked that any retail complaints be shared with her.

Clint stated there will be some changes made to the City contract and our by-laws in the next few months - once Susan has a chance to thoroughly review both of those documents. This will include how often we are required to report to City Council.

**VI. BOARD COMMENTS – Clint Howard**

Brenda Abbott expressed concern about wayfinding signage. Clint said wayfinding signage was a focus at the strategic planning meeting. Susan Smith asked how wayfinding signage relates to "heads in beds?" Brenda said it will facilitate the visitor experience. Clint and Naseem suggested Visit Bastrop lead the way on the project but partner with the City. Kevin believes wayfinding signage falls into the realm of branding.

Kaye Sapikas stated she is concerned about consistent messaging when discussing events and tourism on different social media sites and platforms. Ashton will share our branding message with Board members.

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**VII. NEXT BOARD MEETING**

The next board meeting date is November 15, 2018, at New Republic Studios, 140 Utley Rd., Elgin, TX 78621.

**VIII. ADJOURN BOARD MEETING**

**Brenda Abbott moved to adjourn the meeting. Kevin Plunkett seconded the motion. The meeting adjourned at 9:39 a.m.**

Minutes recorded by: Christy Hunn, October 18, 2018