



Minutes

**Visit Bastrop
Board Meeting**

**Osprey Hall - South Shore Lake Bastrop Park
375 S. Shore Rd., Bastrop, TX**

**Thursday, September 20, 2018
8:30 A.M.**

The Visit Bastrop Board of Directors convened in a regular meeting at Osprey Hall – South Shore Lake Bastrop Park, 375 S. Shore Rd., Bastrop, Texas 78602, on Thursday, September 20, 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
Rick Brackett
Jamie Creacy
Clint Howard

Dave Jacobs
Naseem Khonsari
Marcus O’Conner
Kevin Plunkett

Mindy Raymond
Kaye Sapikas
Tom Scott

Ex officio members present: Dale Lockett, Becki Womble, Sarah O’Brien

Guests present: Adena Lewis, Bastrop County Tourism; Samantha Maloney and Elisabeth Zuerker, Augustine; Julianne Hodges, Elgin Courier

Visit Bastrop staff present: Christy Hunn, Ashton LaFuenta

Convened:

I. CALL TO ORDER – Clint Howard

Clint Howard called the meeting to order at 8:32 a.m.

II. WELCOME NEW BOARD MEMBERS – Clint Howard

Clint welcomed new Board members Mindy Raymond and Kaye Sapikas. Veena Tewani, Marcus O’Connor, Kaye Sapikas, and Naseem Khonsari will begin serving second terms in October.

- III. APPROVAL OF MINUTES** – Consider approval of minutes from August 16, 2018. **Kevin Plunkett moved to approve** the August 16, 2018 minutes. **Tom Scott seconded the motion. The motion passed.**
- IV. STAFF ANNUAL REVIEWS – Clint Howard**
Brenda Abbott moved to authorize the President/CEO of Visit Bastrop to solely determine staff (other than President/CEO) salary adjustments and/or bonus and/or cost of living adjustments so long as the total Board-approved line item for that purpose is not exceeded. **Dave Jacobs seconded the motion. The motion passed.**
- V. BRANDING PRESENTATION – Augustine Agency**
Samantha Maloney and Elisabeth Zuerker presented the new branding campaign and discussed the upcoming photoshoot. It was suggested that local artists should design icons to incorporate into the logo. Sarah O'Brien suggested the Bastrop Art in Public Places Board work on the iconography art project. **Kevin Plunkett made a motion** that the Visit Bastrop Board approve Augustine's branding strategy moving forward. **Naseem Khonsari seconded the motion. The motion passed.**
- VI. REVIEW AUGUST FINANCIALS – Kevin Plunkett**
Kevin Plunkett presented the August 2018 financial report.
- VII. PRESIDENT'S REPORT – Dale**
August President's Report - Dale presented the August President's Report.
- Dale stated Visit Bastrop has committed at the same level (\$65,000 - \$70,000) for the second annual Bastrop Music Festival. The commitment includes advertising buys in three magazines – Texas Music Magazine, Austin Monthly, and San Antonio Magazine. The Festival will follow the same format as last year with multiple bands performing in various locations.
- Visit Bastrop is partnering with The Chamber to cover the “welcome sign” on Highway 71 after branding is ready.
- VIII. CHAIR REPORT – Clint**
Five sector meetings have been held so far. Clint encouraged Board members to hold meetings in the next 60 days if they have not already done so. He stated these meetings should be used as an opportunity to educate sector members about Visit Bastrop and what they can expect from us.

Clint stated Susan Smith is in town. Her welcome party is next Thursday at the Art Center, from 5:30 p.m. to 7:00 p.m. Dale's going away party is tomorrow at the 602 on Main.

IX. BOARD COMMENTS – Clint

Brenda Abbott expressed concern about wayfinding signage. Becki said she believes wayfinding signage is on the workplan for the City. Dale reminded the Board wayfinding signage was one of the key elements addressed in the strategic plan. Since it will facilitate the visitor experience, Visit Bastrop should advocate for it.

Clint suggested Board members bring a list of things they feel we should be working on. This can be presented to Susan Smith at the next Board meeting.

X. NEXT BOARD MEETING

The next board meeting date is October 18, 2018. Location to be determined.

XI. ADJOURN BOARD MEETING

Kevin Plunkett moved to adjourn the meeting. Tom Scott seconded the motion. The meeting adjourned at 10:19 a.m.

Minutes recorded by: Christy Hunn, September 20, 2018