



Minutes

**Visit Bastrop
Board Meeting**

**Bastrop Chamber of Commerce
927 Main St.
Bastrop, TX 78602**

Monday, November 18th, 2024, 8:00 a.m.

The Visit Bastrop Board of Directors convened a meeting on November 18th, 2024, at 8:00 a.m. The following voting Board members who were: Present = (X), Zoom = (Z), Absent (A)

Lee Harle (X)

Irby Morvant (A)

Harrison Wood (X)

Amy Bailey (X)

Robert Kraft (X)

Jane Hunt (A)

Wesley Dills (X)

Barbara Caldwell (A)

Alex Henley (X)

Heather Young-Lira (X)

Jessica Upton (X)

Ex officio members: Becki Womble (X) Adena Lewis (X), Main Street Manager Michaela Joyce (X)

Staff/guests: Mike Pistana (X), Ashton LaFuente (X), Stephanie Doradea (X)

I. CALL TO ORDER – Lee Harle

Lee Harle called the meeting to order at 8:19 a.m.

II. CITIZEN COMMENTS

No comments.

III. CONSIDER APPROVAL OF CONSENT AGENDA

Wesley Dills motioned to approve August 15 minutes, Robert Kraft seconded. All in favor, none opposed. Minutes for October 3 and 25 to be approved at next meeting.

IV. DISCUSSION and APPROVAL of CITY CONTRACT PROPOSAL

Take a look at other DMOs and what way they mirror City Policy or not. Discussion is that VB is not a city organization and should remain independent while providing transparency and integrity. Ashton remarked that previously there was a review by Kevin Plunkett and Cynthia Meyers and they were keen to have VB mirror financials. Their main concern was that “client development” was being used incorrectly. They want VB to return to monthly reporting and quarterly in-person update. Lee requested Board members to attend the December 10th City Council joint meeting at 6pm.

Mike Pistana briefed Board on suggestions about putting performance indicators and benchmarks into a contract, for example social media and attribution metrics. Mike will continue to communicate with Sylvia Carrillo and present solutions. Executive Board would like to have a draft by December 3 to present to the Board for approval.

V. REVIEW and APPROVE FY 2024-2025 BUDGET

Mike Pistana stressed need for staff to include a salaried salesperson, which is an international DMO standard and a good source for measuring metrics. In addition, a dedicated social media person on staff to be out engaging in the community. Mike is very bullish on Bastrop growth; how do we capture this and market it. Alex Henley motioned to approve. Harrison Wood seconded.

VI. REVIEW and APPROVE 3 YEAR STRATEGIC PLAN

Michaela Joyce suggested Board and Staff succession be a two -part process. Nominating committee to put in a date to meet. Suggestion to review CFO options to present to the Board at next meeting. Alex Henley moved to table Strategic Plan due to time constraints; 6 of 9 items discussed. Robert Kraft seconded. Board will meet December 16th at 8:15am to further discuss.

VII. SECTOR UPDATES – Around the Room

VIII. ADJOURN

11:03am Amy Bailey moved to adjourn. Alex Henley seconded.

Minutes recorded by Amy Bailey November 18, 2024