



Minutes

Visit Bastrop Board Meeting

**Bastrop Convention Center
1408 Chestnut St.
Bastrop, TX 78602**

Wednesday January 29th at 9:00 a.m.

The Visit Bastrop Board of Directors convened a meeting on Wednesday, January 29th at 9:00 a.m. The following voting Board members who were: Present = (X), Zoom = (Z), Absent (A)

Lee Harle (X)	Irby Morvant (X)	Harrison Wood (X)
Amy Bailey (X)	Robert Kraft (X)	Jane Hunt (A)
	Heather Young-Lira (X)	
Wesley Dills (A)	Alex Henley (X)	Barbara Caldwell (X)
		Jessica Upton (X)

Ex officio members: Becki Womble (A), Adena Lewis (X), 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 10:19 a.m.

II. OPEN FORUM – Citizens Comments

No citizens present.

III. APPROVAL OF MEETING MINUTES – Chair

- a. October 3 Meeting Minutes - to be put on February agenda
- b. November 18 Meeting Minutes – to be put on February agenda
- c. December 16 Meeting Minutes – motion to approve, none opposed.

IV. FINANCIAL REPORTS – CFO BY DESIGN

Chairman stressed need for Board to have a clearer representation of City payments to Visit Bastrop, particularly in regard to what our bottom line of cash reserves is. End call 9:35

V. INDIVIDUAL ACTION ITEMS

- a) Amy Bailey motioned to approve resignation of Jane Hunt; Irby Morvant seconded. Nominating Committee needs to meet asap to fill two (pending) vacant Board seats, including what their terms times were, as well as assure that there is a reliable resource for new applicants. More engagement with incoming hotels would be an advantage.
- b) Board Orientation Packet Signatures
- c) Discuss amending bylaws to create a standing seat on Executive Committee for GM of Hyatt Regency. A proposal will be drafted by CEO and sent out to the Board for approval.

VI. STAFF REPORTS

- a) December Activity Report: Ashton LaFuente briefed Board on website content and traffic. Irby Morvant suggested cross-checking Hyatt and VB marketing as there appears to be a surge in interest in visitors from Dallas/Ft Worth. Lee Harle complimented the excellent numbers for Quarterly Website Content Recap and requested an “elevator pitch” summary to be available to the Board.
- b) Hot Fund Grant Policy - Board must be involved in all grant decisions. Mike Pistana is following up on details about the \$75k and where it is formally listed in the new contract.
- c) CEO update - Further discussion needed about how to vet new events; they must have a solid business plan. Otherwise, funds might be best delivered after the event happens and can prove that metrics aligned with policy requirements. Mike and Ashton will attend National Association of DMOs in Austin next week. Texas Travel Alliance has a Unity Dinner on February 20th - VB has purchased a table.

VII. SECTOR UPDATES – POSTPONED

VIII. EXECUTIVE SESSION - POSTPONED

Third Monday of the month at 8am is the new scheduled regular meeting.

IX. ADJOURN

A motion was made by Robert Kraft to adjourn the meeting of January 29th 2025, at 11:06 a.m. Irby Morvant seconded.

Minutes recorded by Amy Bailey January 29th, 2025