



Minutes

**Visit Bastrop
Board Meeting**

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

Thursday, August 15, 2024, 8:30 a.m.

The Visit Bastrop Board of Directors convened a meeting on August 15, 2024, at 8:30 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 (A)	Robert Kraft (X)	Jane Hunt (A)
Wesley Dills (X)	Heather Young-Lira (X)	Barbara Caldwell (A)

Ex officio members: Becki Womble (Z), Kathy Danielson (X)

Staff/guests: Ashton LaFuente (X), Cherry Kay Abel (X), Stephanie Doradea (A), Adena Lewis (X), Alex Henley (X), Jennifer Long (X), Jessica Upton (Z), Main Street Manager Michaela Joyce (X), Gregg Kronenberger (Z)

I. CALL TO ORDER – Lee Harle

Lee Harle called the meeting to order at 8:31 a.m.

II. CONSENT AGENDA – Lee Harle

A motion was made to approve the consent agenda. The motion was seconded and unanimously approved.

III. CITY COUNCIL JOINT MEETING REVIEW – Lee Harle

Lee Harle gave a synopsis of the joint city council meeting.

IV. BOARD RETREAT DISCUSSION– Lee Harle

The Board Training/Strategic Planning Meeting is scheduled for September 18, 2024.

V. HOT FUND APPLICATIONS DISCUSSION – Ashton LaFuente

The board reviewed the HOT Fund Application for Lights, Camera – Bastrop. They decided to tentatively approve this application for \$7,400 in Category Three of the Tax Code Chapter 351 upon receipt of a sufficient business/marketing plan. Wesley Dills made a motion to approve this application as stated previously. Harrison Wood seconded the motion and was unanimously approved.

The board reviewed the HOT Fund Application for Texas Our Little Miss. They voted to not approve or deny this application due to a lack of current funds. Irby Morvant made a motion to table this application for further consideration. Harrison Wood seconded the motion and was unanimously approved.

VI. EXECUTIVE BOARD NOMINATIONS – Lee Harle

Lee Harle informed the board of positions within the executive team that are currently vacant and in need of volunteers. Those positions are Vice Chair, Treasurer, and Secretary.

VII. COMMITTEE AND TASK FORCE APPOINTMENTS – Lee Harle

Lee Harle informed the board of committees that are being initiated and open for board participation. The committees and their current members are:

- Advocacy Committee: Barbara Caldwell
- Marketing Committee (tasked with researching and developing mission-critical objectives, budget/finance driven)
- Music Festival Task Force (tasked with evaluating the music festival as it currently stands, researching and developing future purpose, goals, and strategies): Robert Kraft, Lee Harle, Alex Henley

VIII. CEO UPDATE – Ashton LaFuenta

Ashton LaFuenta informed the board of the following:

- The financial audit had been completed and filed.
- Visit Bastrop is due for renewal of all insurance policies.
- Austin Alliance Group, Visit Bastrop’s HR company, is reviewing the employee handbook, policies, and procedures to determine what updates need to be made to mirror the City of Bastrop’s related documents.
- Visit Bastrop has received three open records requests. Two requests were from Susan Smith and one from Mayor Lyle Nelson’s attorney. We currently do not have a policy regarding open records requests, however, Visit Bastrop plans to honor those requests in good faith.
- The 2024/2025 Visitor Guides will be going to print at the beginning of the next calendar year.
- Visit Bastrop is working toward applying for a new designation offered by the Office of the Governor called the Tourism Friendly Texas Certified Community.
- Visit Bastrop is working on a collaborative branding effort with Augustine and the Main Street Program to develop a cohesive message for visitors.

IX. FINANCIAL UPDATE – Ashton LaFuenta/Lee Harle

Auditors will be presenting the findings for the Annual Audit during a future board meeting.

X. ADJOURN

A motion was made to adjourn the meeting of August 15, 2024, at 11:03 a.m.

Minutes recorded by Stephanie Doradea, August 30, 2024