



Minutes

**Visit Bastrop
Board Meeting**

**Bastrop Chamber of Commerce
Bastrop, TX 78602**

Wednesday, March 26th at 9:00 a.m.

The Visit Bastrop Board of Directors convened a meeting on Wednesday, March 26th at 9:00 a.m.

The following voting Board members who were: Present = (X), Zoom = (Z), Absent (A)

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|-------------------|------------------------|----------------------|
| Lee Harle (X) | Irby Morvant (Z) | Harrison Wood (Z) |
| Amy Bailey (X) | Robert Kraft (A) | Alex Henley (X) |
| Heather Lyons (X) | Heather Young-Lira (X) | Barbara Caldwell (X) |
| | | Jessica Upton (A) |

Ex officio members: Becki Womble (Z)

Staff/guests: Mike Pistana (X), Ashton LaFuente (X), Stephanie Doradea (X), Adena Lewis (X), Michaela Joyce (X)

I. CALL TO ORDER – Lee Harle

Lee Harle called the meeting to order at 9:03 a.m.

II. OPEN FORUM – Lee Harle

No citizen comments.

III. AROUND THE ROOM INTROS AND WELCOME TO NEW BOARD MEMBER

Mike Pistana introduced Heather Lyons, Assistant GM od Hampton Inn & Suites to the BoD.

IV. APPROVAL OF FEBRUARY 26 MINUTES

Alex Henley motioned to approve. Amy Bailey seconded.

V. FINANCIAL UPDATE – MIKE PISTANA

Irby Morvant commented that our primary responsibility, and highest and best use of our dollar is to invest in marketing and “selling” the city. Mike Pistana returned for the Destinations CEO Event and remarked that most DMOs are experiencing the same issues with support from their cities. Event applications would be a lower priority in comparison to marketing, with the caveat that we stay focused on events that produce room nights. Investing more in our digital spend, technology, direct marketing, and a full-time social media staff member would be ideal. Irby spoke about the deferred decline of business because of our recent reduction on focus around marketing. We need to keep building relationships with Council to educate them on marketing our hotels as a team. The booking windows are important and could shorten so we need to get ahead of that. Becky Womble

commented that we have an opportunity to pull hotel nights from Austin Convention Center, as well as SXSW.

VI. STAFF FEB & MARCH ACTIVITY REPORT - MIKE PISTANA

Lee Harle requested to have 3 month comparisons and goals included on the next report packet.

VII. HOT FUND APPLICATIONS REVIEW & RECOMMENDATIONS

Reiteration that all events applying for funding from Visit Bastrop must bring in outside visitors and head-in-beds to Bastrop. Money should not be used to buy convention centre space. The events must also have their paperwork submitted in a timely manner, and demonstrate significant patronage traveling into Bastrop for the sole purpose of attending said event. In light of that consideration, the current applications do not meet criteria.

VIII. ADJOURN TO EXECUTIVE SESSION – 10:40 AM

Mike Pistana gave an update on personnel. A scheduled legal update on the previous President/CEO was not possible as VB lawyer Gregg Kronenburger was not able to attend via zoom. The current President/CEO contract and suggestions for filling the interim position was discussed.

IX. EXIT EXECUTIVE SESSION and ADJOURN 11:15 AM

A motion was made by Amy Bailey to adjourn the meeting. Heather Lira Young seconded.

Minutes recorded by Amy Bailey March 26th, 2025