



Minutes

**Visit Bastrop
Board Meeting**

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

Thursday, March 21, 2024, 8:30 a.m.

The Visit Bastrop Board of Directors convened a meeting on March 21, 2024, at 8:30 a.m. The following voting Board members who were Present = (X), Zoom = (Z), Absent (A):

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|--------------------------|--------------------------|-------------------|
| Kerry Fossler (X) | Irby Morvant (X) | Harrison Wood (X) |
| Amy Bailey (X) | Dawn Sevcik Guerrero (A) | Jane Hunt (X) |
| Shawn Anthea Pletsch (X) | Dr. Kristi Lee (X) | Robert Kraft (X) |
| Lee Harle (X) | | |

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

Visit Bastrop staff & guests: Ashton LaFuente (X), Cherry Kay Abel (X), Megan Garcia (X), Stephanie Doradea (X), Councilmember Cynthia Meyer (X), Adena Lewis (X), Gregg Kronenberger (Z), AnnMari Cooper (Z)

I. CALL TO ORDER – Kerry Fossler

Kerry Fossler called the meeting to order at 8:32 a.m.

II. CONSENT AGENDA – Kerry Fossler

A motion was made to approve the consent agenda with the removal of the HOT Fund report. The motion was seconded and unanimously approved.

III. CFO MARCH BUDGET SUMMARY – AnnMari Cooper

AnnMari Cooper presented items on the March Budget Summary.

IV. DISCUSSION REGARDING FORECAST BUDGET – Kerry Fossler

AnnMari Cooper presented a year-end review and discussed recommended changes in budget line items.

V. MARKETING REPORT – Ashton LaFuente

Ashton LaFuente presented items on the Marketing Report and the Mardi Gras recap. The board requested to see how much Visit Bastrop spent for marketing the Mardi Gras event.

VI. EMPLOYEE HANDBOOK/FINANCIAL SUBCOMMITTEE UPDATE – Ashton LaFuente

Ashton LaFuente informed the board that she is meeting with Corina Saenz, Visit Bastrop’s HR contractor, next week to gather her feedback regarding both subcommittees. Further changes will be presented during the next board meeting.

VII. MARKETING SUBCOMMITTEE DISCUSSION – Ashton LaFuente

The Augustine presentation to select members was canceled due to an emergency. Will be potentially rescheduling this meeting for March 28, 2024.

VIII. HOT FUND POLICY AND PROCEDURES DISCUSSION – Ashton LaFuente/Stephanie Doradea

Sylvia Carrillo, City Manager, has expressed dislike with suggested policy. Auditor expressed concern with current process during their yearly audit review. Board members agree with finding a balance of subjective vs objective metrics within the process. The following are suggestions by the board:

- Mission: create a sense of place with a subjective component shown by time over time.
- Fund applicants prior to their event who have proven metrics with Visit Bastrop.
- New events that do not meet our metrics get referred to the city.

A motion was made to fund the two applicants with the closest upcoming dates. Those applicants being Bastrop Pride and Blue Flame Cruisers Car and Motorcycle Club, Inc. The motion was seconded and unanimously approved.

IX. ACTION ITEMS

The board will request a joint council meeting with the city to discuss HOT Funds.

X. EXECUTIVE SESSION – Kerry Fossler

A motion was made to go into executive session at 11:16 a.m. to discuss the City’s Audit update, Personnel Issue, and Retirement Plan Correction update. The motion was seconded and unanimously approved.

A motion was made to move out of executive session at 12:07 p.m. It was seconded and unanimously approved.

XI. ADJOURN

A motion was made to adjourn the meeting of March 21, 2024, at 12:08 p.m.

Minutes recorded by Stephanie Doradea, April 5, 2024