



## Minutes

**Visit Bastrop  
Special Board Meeting**

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

**Thursday, May 2, 2024  
9:00 A.M.**

The Visit Bastrop Board of Directors convened a special meeting on May 2, 2024, at 9:00 a.m. The following voting Board members present (X) = Present, (Z) = Zoom, (A) = Absent:

Lee Harle (X)

Irby Morvant (X)

Jane Hunt (X)

Kerry Fossler (X)

Amy Bailey (X)

Robert Kraft (X)

Shawn Anthea Pletsch (X)

Harrison Wood (X)

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

Visit Bastrop Staff: Ashton LaFuente (X), Cherry Kay Abel (A), Megan Garcia (A), Stephanie Doradea (X)

Guests: Councilmember Kevin Plunkett (X), City Manager Sylvia Carrillo (X)

**I. CALL TO ORDER – Lee Harle**

Lee Harle called the meeting to order at 9:04 a.m.

**II. CONSIDER APPROVAL OF CONSENT AGENDA – Lee Harle**

A motion was made to approve the consent agenda with one correction to the April Regular Board Meeting minutes. The motion was seconded and unanimously approved.

**III. EXECUTIVE SESSION – Lee Harle**

A motion was made to go into executive session at 9:09 a.m. to discuss the City's Audit update. It was seconded and unanimously approved.

A motion was made to move out of executive session at 10:34 a.m. It was seconded and unanimously approved.

**IV. HOT FUND APPLICANTS' DISCUSSION – Lee Harle**

Board members discussed the two pending applications for HOT Funds. The two applicants are Bastrop Area Cruisers and Lost Pines Knife Show. Board members agreed approval of both applicants should follow the proposed HOT Fund Policy, which has not been approved. The new policy does not have a limit to how many times a single event can be funded but does include a cap of \$10,000 per application. A motion was made to fund both applicants according to the proposed HOT Fund Policy.

**V. ESTABLISH A NOMINATING COMMITTEE – Lee Harle**

Becki Womble has agreed to Chair the Nominating Committee. Lee Harle and Amy Bailey have agreed to join the Nominating Committee. Lee Harle reminded the board that anyone can nominate someone to join our Board of Directors and encouraged board members to think about potential new members. Ashton LaFuente will be attending the Quarterly Nominating Committee meetings.

**VI. UPCOMING KEY DATES DISCUSSION – Lee Harle**

Lee Harle informed the board that a schedule for board nominations is being worked on, along with a list of important dates the board should be aware of. These important dates include but are not limited to staff quarterly meetings with lodging partners, board orientation, board annual meetings.

**VII. MARKETING UPDATE – Lee Harle**

Lee Harle suggested the board should not interfere with the research and pursuit of the new marketing campaign and tagline the Visit Bastrop team and Augustine have been working on. Lee Harle informed the board that we are moving forward with the new campaign. Lee Harle suggested a possible “style guide” that our partners could use to match our marketing efforts.

**VIII. ADJOURN**

A motion to adjourn the meeting of May 2, 2024, was made at 10:50 am. The motion was seconded and unanimously approved.

Minutes recorded by Stephanie Doradea, May 10, 2024.