



Minutes

**Visit Bastrop
Board Meeting**

**Bastrop State Park, Refectory
100 Park Rd. 1A, Bastrop, TX 78602**

**Thursday, March 22, 2018
8:30 A.M.**

The Visit Bastrop Board of Directors convened in a regular meeting at the Bastrop State Park, Refectory, 100 Park Rd., 1A, Bastrop, TX 78602 on Thursday, March 22, 2018 at 8:30 a.m. Notice of said meeting, giving date, place, and subject thereof having been posted as prescribed Article 6252-17 V.A.T.C.S., Government Code, Chapter 551, with the following Board members present:

Clint Howard
Veena Tawani
Jamie Creacy
Tom Grundin

Shawn Pletsch
Kevin Plunkett
Naseem Khonsari
Cindy Ginsel

Tom Scott
Rick Brackett
David Jacobs
Brenda Abbott

Ex officio members present: Dale Lockett, Sarah O'Brien, Becki Womble

Others present: Doreen Pappas, CFO by Design; Christy; Ashton; Shane

Convened:

- I. **CALL TO ORDER**
Clint Howard called the meeting to order at 8:30 a.m.
- II. **APPROVAL OF MINUTES** – Consider approval of minutes from February 15, 2018.
Tom G. asked that Tom Grundin and Tom Scott be differentiated in future minutes. **Kevin moved to approve** the February 15, 2018 minutes. **Naseem seconded the motion. The motion passed.**
- III. **REVIEW FEBRUARY FINANCIALS** – Doreen Pappas, CFO by Design/Kevin
Doreen presented financial reports for February 2018. The Board discussed billing for Proof. Dale stated he has requested a more detailed billing account in the future. He explained that

Proof handles pass-through billing for certain advertising expenses. **Tom S. moved to approve** the February financial report. **Rick seconded the motion. The motion passed.**

- IV. **MARKETING COMMITTEE PRESENTATION ON BRANDING AND POTENTIAL ACTION – Brenda**
Brenda stated the Marketing committee narrowed the original presentations to three--Belmont Icehouse, Slingshot, and Augustine. The committee requested video presentations from the finalists. From those three presentations, the Marketing Committee unanimously recommended the Board approve Augustine as Visit Bastrop's branding company. Augustine's video presentation was shared with the Board. **Kevin moved to approve** the selection of Augustine as the new branding company for Visit Bastrop. **Dave seconded the motion.** Clint discussed the process of moving forward with Augustine per our contract with the City of Bastrop. He explained that focus groups within each industry/sector should be convened to communicate industry/sector needs with Augustine. Dale stated the Marketing Committee would manage the branding process with staff support. **Motion passed.**

- V. **STRATEGIC PLAN – Dale Lockett**
Dale recommended the strategic plan discussion be tabled until there is an opportunity to complete another strategic plan that more closely aligns with our situation as a startup organization and our relationship with the City of Bastrop. Bill Geist has agreed to manage this process. **Tom G. moved to defer** any action on the strategic plan until the next meeting. **Shawn seconded the motion. The motion passed.**

- VI. **PRESIDENT'S REPORT – Dale Lockett**
Dale announced the Communications Director position has been filled. Kathie Reyer, Interim City Administrator for Shenandoah, Texas, will start on April 2, 2018. Dale explained the role of the Communication Director.

Dale thanked Clint, Mayor Schroeder, City Manager Linda Humble, Shane, Ashton, Chamber President Becki Womble, Convention Center Director Kathy Danielson, and Kaye Sapikas from Bastrop Museum and Visitor Center, for attending the Unity Dinner on March 21. Dale also mentioned that Dave Jacobs, with the Hyatt Regency Lost Pines Resort and Spa, had a table next to Visit Bastrop.

The February President's Report was presented and reviewed by the Board.

Dale reviewed Simpleview's role in website design and maintenance, (content management) as well as customer relationship management.

Dale stated it is his intent to stay through September 2018 to fulfill his contract. He explained the Board is responsible for filling his position when it is vacated, and he encouraged the Board to start early to create an expanded job description. He is committed to helping with the process of filling his vacated position.

VII. **INDIVIDUAL REPORTS BY STAFF – Shane and Ashton**

- Shane presented February sales information.
- Ashton presented February marketing report.

VIII. **CHAIR REPORT - Clint**

Clint recommended the Board perform a search to have at least two recruitment companies to choose from to provide vetted candidates for the CEO position. He believes the City, Chamber, and Main Street should be included in discussion regarding their needs and expectations for this position.

Clint stated Dale will engage an attorney for Visit Bastrop before the next Board meeting. Dale responded that he was meeting with a candidate this Friday.

Dale reminded the Board that new stock imagery will be obtained soon. As discussed earlier, our current stock is not representative of the entire community. Dale stated the images will be obtained as soon as Spring foliage emerges.

Clint informed the Board the BEDC wants to pledge half of the cost to do a training session for hospitality with restaurants and service staff downtown, hotels, and attractions. The training will cost a total of \$25,000. BEDC will pledge \$12,500 and has requested Visit Bastrop to pledge the additional \$12,500. This will be added to the April agenda for discussion.

IX. **BANK CARD SIGNATURES – Dale**

Bank signature cards need to be updated to reflect changes to the Board. Ann Smarznik will be removed as a signer and Rick Brackett will be added. Signers will include Dale Lockett, Clint Howard, Kevin Plunkett, and Rick Brackett. **Jamie moved to accept changes to bank card signatures. Kevin seconded the motion. Passed.**

X. **BOARD COMMENTS - Clint**

Clint asked the Board for comments or discussion. Becki expressed her appreciation to staff for their help with the Bastrop Chamber of Commerce banquet and Communications Committee.

Rick Brackett asked for clarification regarding Tough Mudder and the Music Festival budgets. Dale discussed Visit Bastrop's relationship with Tough Mudder and the Music Festival. He stated the City has allocated \$25,000 in HOT funds to Tough Mudder and Visit Bastrop has allocated another \$10,000 - \$15,000. Visit Bastrop has allocated \$65,000 to the Music Festival. He explained Visit Bastrop will receive advertising in several magazines, ads, billboards, etc. Rick requested a financial report at end of each event showing where Visit Bastrop's funds have been spent. Dale suggested that this information go through the Marketing Committee or another subcommittee to report to the Board. Clint suggested information be submitted to the Finance Committee.

XI. **NEXT BOARD MEETING**

The next Board Meeting date is April 19, 2018 at Best Western Bastrop Pines Inn, 107 Hunters Crossing Blvd, Bastrop, TX.

XII. **ADJOURN BOARD MEETING**

Cindy moved to adjourn the meeting. Kevin seconded the motion. The meeting adjourned at 10:35 a.m.

Minutes recorded by Christy Hunn, March 22, 2018