



Minutes

**Visit Bastrop
Board Meeting**

**New Republic Studios
140 Utley Road
Elgin, Texas 78621**

**Thursday, November 15, 2018
8:30 A.M.**

The Visit Bastrop Board of Directors convened in a regular meeting at New Republic Studios, 140 Utley Road, Elgin, Texas 78621, on Thursday, November 15, 2018, at 8:30 a.m. Notice of said meeting, giving date, place, and subject thereof having been posted as prescribed in Article 6252-17 V.A.T.C.S., Government Code, Chapter 551, with the following Board members present:

Brenda Abbott
Shawn Anthea-Pletsch
Rick Brackett
Jamie Creacy

Clint Howard
Dave Jacobs
Naseem Khonsari Nainani
Kevin Plunkett

Mindy Raymond
Kaye Sapikas
Tom Scott
Veena Tewani

Ex officio members present: Susan Smith, Sarah O'Brien

Guests present: Austin Stewart and Scott Abbott, Wedding Country

Visit Bastrop staff present: Christy Hunn, Ashton LaFuenta

I. CALL TO ORDER – Clint Howard

Clint Howard called the meeting to order at 8:31 a.m.

II. APPROVAL OF MINUTES – Consider approval of minutes from October 18, 2018.

Brenda Abbott moved to approve the October 18, 2018 minutes. Kevin Plunkett seconded the motion. The motion passed.

III. REVIEW OCTOBER FINANCIALS – Kevin Plunkett

Kevin Plunkett presented the October 2018 financial report.

IV. PRESIDENT'S REPORT – Susan Smith

- A. Susan Smith gave an update on two job openings. She stated after she narrows the applicants down to two or three, she will ask them to do a presentation based on the position they are applying for. Susan asked if Board members are interested in attending the presentations to please let her know and she will share the dates with them.

- B. She discussed changes to the formatting on the President's Report. Presently, City Council wants monthly reporting. She is also working on the new Business Plan to present in January.

- C. By-Laws Changes - **Tom Scott moved to approve a request** that the Visit Bastrop Board be allowed to vote on by-laws changes as they occur. **Brenda Abbott Seconded the motion. The motion passed.**

Susan Smith discussed requirement to follow the Open Meetings Act. After reviewing the Articles of Incorporation and the City Agreement, and meeting with Attorney Karen Kennard, she found the only obligation to follow the Act is in the Visit Bastrop by-laws. She requested the Board delete the Open Meetings Act requirement in the by-laws.

Tom Scott moved to open the request for discussion. Mindy Raymond seconded the motion. Kevin Plunkett asked that the discussed by-laws be read aloud before a change is made. The by-laws currently state, "All meetings and deliberations of the Board shall be called, convened, held and conducted in accordance with the requirements of the Texas Open Meetings Act." **Kevin Plunkett moved** to amend the motion to replace the current language regarding Open Records Act requirements to say, "All meetings and deliberations of the Board shall be posted and open to the public." The word "Act" will be stricken. **The motion passed.**

Sarah O'Brien requested that she receive a memo and copy of the changed by-laws to distribute to City Council anytime the by-laws are changed so they are aware of any changes taking place.

- D. HOT Funds Application -

Ashton LaFuente discussed the "To the Point Blade Sharpening" application. Susan Smith recommended she collect more information from the event organizer regarding vendors, room blocks, proof of purchase, and how the event coordinator will measure ROI. Susan Smith will also create a new HOT funds application and will send to Board members for

feedback. Clint Howard suggested using a scoring process. If this process affects the timeline for the event, the Board will vote via email.

Sarah O'Brien stated the Lost Pines Christmas application should not be considered at this time. She and Ashton LaFuente need to discuss.

E. Susan Smith presented the sales report.

F. Ashton LaFuente presented the marketing and PR sections of the President's Report.

V. DISCUSSION AND POTENTIAL VOTE TO CHANGE BY-LAWS TO REFLECT REQUIRED COMMITTEE MEETINGS – Clint Howard

Kevin Plunkett made a motion to include in the by-laws, "Industry Sector Meetings will take place at least annually." **Naseem Khonsari Nainani seconded the motion. The motion passed.**

Brenda Abbott made a motion to approve changes to the by-laws requiring Marketing and Finance Committees meet at least quarterly with the President/CEO. **Rick Brackett seconded the motion. The motion passed.** The committee chairs will coordinate these meetings.

Clint Howard suggested the Executive Committee meet 30 minutes prior to the monthly Board Meeting.

VI. BOARD COMMENTS – Clint Howard

Board discussed the role of Visit Bastrop as it relates to downtown businesses. Susan Smith reiterated the need to stay true to Visit Bastrop's mission statement.

Board discussed the current method of tracking visitors through the Visitor's Center laptop. Clint Howard asked about having tracking tools available for other businesses. It was agreed that the Visitor's Center, Arts Center, and Opera House might be good locations for tracking. Clint said he would like to have tracking available at the Foundry. Susan Smith will meet with Adena Lewis regarding museum trips around the County and how to track traffic for those events.

Clint Howard reminded the Board that the STR report is still not showing LCRA and the State Park. He would like to see this issue revisited. Sarah O'Brien reminded the Board that a more accurate report would include the City's HOT funds information.

Sarah O'Brien stated the Hospitality Training program is in production and should be ready to launch in February or March.

VII. NEXT BOARD MEETING

Naseem Khonsari Nainani made a motion to cancel Visit Bastrop's December Board meeting. **Kaye Sapikas seconded the motion. The motion passed.**

The next board meeting date is **January 17, 2019**, location to be determined.

VIII. ADJOURN BOARD MEETING

Brenda Abbott moved to adjourn the meeting. Rick Brackett seconded the motion. The meeting adjourned at 10:18 a.m.

Minutes recorded by: Christy Hunn, November 15, 2018