



Minutes

**Visit Bastrop
Board Meeting**

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

Thursday, February 15, 2024, 8:30 a.m.

The Visit Bastrop Board of Directors convened a meeting on February 15, 2024, at 8:30 a.m. The following voting Board members who were Present = (X), Zoom = (Z), Absent (A):

Kerry Fossler (X)	Irby Morvant (X)	Harrison Wood (X)
Amy Bailey (X)	Dawn Sevcik Guerrero (X)	Jane Hunt (X)
Shawn Anthea Pletsch (X)	Dr. Kristi Lee (Z)	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 Kevin Plunkett (X), Councilmember Cynthia Meyer (X), Gregg Kronenberger (Z)

I. CALL TO ORDER – Kerry Fossler

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

II. EXECUTIVE SESSION – Kerry Fossler

A motion was made to go into executive session at 8:33 a.m. to discuss the City's Audit update and New Board Member applications. The motion was seconded and unanimously approved.

A motion was made to move out of executive session at 9:12 a.m. It was seconded and unanimously approved.

III. CFO JANUARY BUDGET SUMMARY – AnnMari Cooper

AnnMari Cooper presented items on the January Budget Summary and stated the yearly financial audit with Medack & Oltmann will be conducted approximately mid-February.

IV. VOTE FOR BOARD APPLICANT – Kerry Fossler

A motion was made to approve the Board Application for Lee Harle. The motion was seconded and unanimously approved.

V. CONSENT AGENDA – Kerry Fossler

A motion was made to approve the consent agenda. The motion was seconded and unanimously approved.

VI. MARKETING REPORT – Ashton LaFuente

Ashton LaFuente presented items on the Marketing Report and shared the new marketing campaign. It was requested that a subcommittee be formed to discuss this campaign and have Augustine present the new campaign at next month's meeting.

VII. CONSULTING UPDATE – Ashton LaFuente

This agenda item was moved to next month due to time constraints.

VIII. SALES UPDATE – Cherry Kay Abel

Cherry Kay Abel shared information regarding upcoming events for groups she has been working with. It was requested that more information regarding these events be added to Visit Bastrop's calendar of events so that the public may be informed.

IX. EMPLOYEE HANDBOOK REVIEW SUBCOMMITTEE DISCUSSION – Ashton LaFuente

Members: Ashton LaFuente, Shawn Pletsch, plus liaison City Councilmembers Kevin Plunkett and Cynthia Meyer met on January 14, 2024. The following items will be formally presented during next month's meeting:

- More performance details were requested for Chapter 7. The Board recommended employee reviews to align with the annual budget review.
- It was recommended that Chapter 10 be updated to include changes and/or requests for administrative details along with other possible circumstances.
- Recommended establishment of onboarding procedures for incoming staff that will clearly state grievance procedures and reflect distinct responsibilities.
 - i. Allow for review of procedures and responsibilities during the annual Strategic Planning Meeting.
- Will consult with HR contractor regarding a maternity policy.
- Create a formal commission structure.
- Create a Resign to Run Policy.

X. FINANCIAL POLICY REVIEW SUBCOMMITTEE DISCUSSION – Ashton LaFuente

Members: Ashton LaFuente, Irby Morvant, Harrison Wood, plus liaison City Councilmembers Kevin Plunkett and Cynthia Meyer met on February 2, 2024. The following items will be presented for a vote during the next meeting:

- Hotel Occupancy Tax (HOT) monies will not be used for all alcohol purchases. Should Visit Bastrop staff find it necessary to purchase alcohol for hospitality-industry-related purposes, the purchase must have prior approval and be paid for using non-HOT funds.
- Establish a Code of Ethics that mirrors the City of Bastrop's code.
- Create a Purchasing Card Program/Policy.
- Create a Financial Management Policy.
- Reexamine expense categories.
- Create a document that states expenses legally covered by the Texas State Code for distribution of HOT funds.

XI. HOT FUND POLICY/PROCEDURES RECOMMENDATIONS – Ashton LaFuente/Stephanie Doradea

Ashton LaFuente and Stephanie Doradea presented the “two-part test” that the Texas State code uses to determine expenses that are eligible and ineligible using HOT funds. Five recommendations were discussed: 1) moving to a reimbursement model, 2) establish a cap of \$10,000 for each application, 3) establish a metric that objectively determines funding by use of an Average Daily Room (ADR) rate multiplied by **ACTUAL** hotel room nights brought in by the applicant, 4) establish a quarterly timeline for submission of applications relative to the quarter in which the event will take place, 5) narrow the categories in which Visit Bastrop will consider for funding. It was suggested that applications that do not fit the above criteria should be reviewed for consideration during the next regularly scheduled Board meeting. Further discussion of this policy was moved to the following meeting.

A motion was made to fund two applicants (Cult Classic Convention and Our Little Miss Competition) whose events will be taking place prior to the next Board meeting using the suggested new policy. The motion was seconded. One member opposed. The motion carried.

XII. ADJOURN

A motion was made to adjourn the meeting of February 15, 2024, at 10:43 a.m.

Minutes recorded by Stephanie Doradea, March 7, 2024