



Minutes

**Visit Bastrop
Board Meeting**

**McKinney Roughs Nature Park
1884 Hwy 71 West, Cedar Creek, TX 78612**

**Thursday, October 19, 2017
8:33 A.M.**

The Visit Bastrop Board of Directors convened in a regular meeting at McKinney Roughs Nature Park, 1884 Hwy. 71 West, Cedar Creek, TX 78612 on Thursday, October 19, 2017 at 8:33 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:

Rick Bracket	Shawn Pletsch	Naseem Khonsari
Clint Howard	David Jacobs	Cindy Ginsel
Brenda Abbott	Kevin Plunkett	Robert Jones
Tom Scott	Hiren Patel	Jamie Creacy

Ex Officio Board Members present:

Dale Lockett, Sarah O'Brien, Becki Womble

Visit Bastrop Staff Present:

Ashton LaFuente, Christy Hunn, Shane Sorenson

Other Attendees:

Bill Geist, DMO Proz

I. CALL TO ORDER

Clint Howard called the meeting to order at 8:33 a.m.

II. APPROVAL OF MINUTES - Consider approval of minutes from September 14, 2017 Board Meeting

Kevin moved to approve the September 14, 2017 minutes. Brenda seconded the motion. No discussion. The motion passed.

III. RESIGNATION OF ANNE SMARZIK - Consider Acceptance of resignation of Anne Smarzik, Chair, from the Visit Bastrop Board of Directors

Clint stated Board Members should have received a copy of Anne's resignation letter. **Tom Scott moved** to accept Anne's resignation from the Visit Bastrop Board of Directors. **Naseem seconded**. The motion **passed**. Dale added that Anne was one of the original appointees by the City Council to serve through the start-up process and the start-up board and that she worked tirelessly in terms of engaging and being a part of the conceptualization of the DMO. He acknowledged her dedication and commitment to moving Visit Bastrop forward. He encouraged Board Members to thank her for her service. **Tom Scott moved** as a formal resolution by the Board to thank Anne for her service. **Kevin seconded**. The motion **passed**. Dale will draft the resolution and present to Anne.

IV. CONSIDER THE FOLLOWING BOARD ADJUSTMENTS

Dale explained the structure of the transition process on the Visit Bastrop Board of Directors.

Robert moved to ratify the acceptance of Clint, the current Vice-Chair, as new Chair and Rick, the current Treasurer, as new Vice-Chair. **Dave seconded**. No discussion. The motion **passed**.

Clint suggested Naseem fill the Retail position Ann vacated. This will leave an At-Large position vacant for the nominating committee to fill. **Brenda moved** that Naseem fill the Retail position. **Rick seconded**. No discussion. The motion **passed**.

Hiren stated he will resign his position on the Board of Directors due to increasing personal responsibilities. This left a vacancy in the Executive Board position of Secretary and the Lodging Sector position. **Tom moved** to accept Hirem's resignation. **Naseem seconded**. The motion **passed**. Dale expressed his appreciation for Hirem's work representing the Hotel sector and invited him to return to the Board in the future. Clint stated that, because we have two potentially interested parties in the Lodging position, the Nominating committee, once formed, will discuss that position vacancy and the At-Large position vacancy. Hirem's resignation and Rick's move to the Vice-Chair left the executive positions of Secretary and Treasurer open. Clint clarified the position of Secretary must be filled by someone willing to take notes and back up the Sr. Administrative Assistant with Board Minutes each month.

Cindy Ginsel said she would be interested in stepping into the position of Secretary. **Kevin moved** to ratify the acceptance of Cindy Ginsel as the new Secretary. **Shawn seconded**. No discussion. The motion **passed**.

Dale explained the role of Treasurer comes with financial control and fiduciary responsibility. The Treasurer's role is to double check the financials prior to presentation to the Board. He wanted everyone to be aware there is a higher level of involvement in the Treasurer's position. It is also the next step to Vice-Chair and then to Chair.

Kevin expressed an interest in filling the position of Treasurer. Tom asked if director's insurance was available. Dale explained it is being put into place. Dale expressed the need for the hotel industry, at some point, to be represented in this role and invited Shawn to express her interest in the position if she wanted to do so. Shawn stated she was not interested in being considered for the position of Treasurer. **Shawn moved** to ratify the acceptance of Kevin as Treasurer. **Brenda seconded**. The motion **passed**.

Clint called for the establishment of a Nominating Committee to fill the At Large and Hotel sector openings on the Board. The Committee should bring nominations for discussion and vote to the next Board meeting in November. Shawn volunteered to head the Committee. Becki volunteered to serve. Cindy will ask Adena Lewis if she will serve. **Kevin made a motion** to create the Nominating Committee to include Shawn, as Chair, along with Becki and Adena. **Rick seconded**. The motion **passed**.

V. PRESENTATION OF FY '17-'18 DRAFT BUDGET FOR POTENTIAL ADOPTION

Rick presented the '17-'18 Draft Budget for Board approval (see attached).

Discussion as follows:

- A. Finance Committee reviewed the draft budget with staff on October 12 and made some modifications that are represented in the budget presented today.
- B. Sarah suggested separating educational conferences for staff and actual trade shows and sales meetings into two separate line items. Shane will move staff conferences to professional development.
- C. Tom asked about flexibility within the budget. Dale explained that there would have to be flexibility within this first budget as long as the total budget is not exceeded in the expense categories.
- D. Dale explained the Marketing budget will have more detail as Visit Bastrop's brand is developed. He hopes to have a detailed budget to the Marketing Committee before the November Board meeting.
- E. Visit Bastrop and the City of Bastrop will share rent and utilities. Sarah announced the open house and ribbon cutting for the Laake House on November 21st at 2:00 p.m. She asked board members to attend if possible.
- F. Personnel costs include five positions. The second marketing position has not been filled. Sarah recommended using a "cost allocation accounting" whereas the appropriate percentage of staff salaries be allocated to Sales and Marketing. Sarah also suggested that the Professional Development line item be changed to a separate category. Dale agreed. He explained we will present a cost allocation budget to the City that reflects a portion of staff salaries to Marketing and Sales.
- G. Sarah suggested renaming Research line item under Operational/Miscellaneous Costs.

- H. Dale recommended the budget be adopted to show Reserve as Board Reserve and may only be used in an absolutely emergency with the full vote of the Board. Operating reserve will be less restrictive but will still require Board action to authorize expenditures. Staff will make recommendations through the Finance Committee.
Tom moved to approve the budget. **Kevin seconded**. The motion **passed**.

VI. CEO REPORT – Dale Lockett

Dale introduced Shane Sorenson, Christy Hunn and Ashton LaFuente as new staff members. He asked Shane and Ashton to provide Sales and Marketing reports to the Board.

- A. Shane presented 2017-2018 Group Sales Objectives (see attached).
- B. Ashton presented marketing efforts to date (see attached). She will send links to board members to use for advertising. Robert said ads could be played on the jumbotron at Bastrop ISD football games.
- C. Dale discussed community events Visit Bastrop will begin supporting. Currently, Visit Bastrop will support the Veteran's Weekend Car Show, First Friday, the Lost Pines Christmas Celebration and the Bastrop Music Festival.

VII. CHAIR REPORT – Clint Howard

No report.

VIII. NEXT REGULARLY SCHEDULED MEETING DATE – Dale Lockett

The next Visit Bastrop Board meeting is scheduled for **NOVEMBER 16, 2017 at 8:30 am**.
Location to be determined.

IX. ADJOURN

Naseem moved to adjourn the meeting at 10:08 a.m. **Dave seconded**. The motion **passed**. **The meeting adjourned at 10:08 a.m.**

Minutes recorded by: Christy Hunn, October 19, 2017