



## Minutes

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**Visit Bastrop  
Board Meeting**

**Bastrop Chamber of Commerce  
927 Main St., Bastrop, TX 78602**

**Thursday, November 16, 2017  
8:30 A.M.**

The Visit Bastrop Board of Directors convened in a regular meeting at the Bastrop Chamber of Commerce, 927 Main Street, Bastrop, TX 78602 on Thursday, November 16, 2017 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:

Rick Brackett  
Clint Howard  
Brenda Abbott  
Tom Scott

Shawn Anthea-Pletsch  
David Jacobs  
Kevin Plunkett  
Naseem Khonsari

Cindy Ginsel  
Jamie Creacy

*Ex Officio Board Members present:*

Dale Lockett, Sarah O'Brien, Becki Womble

*Visit Bastrop Staff Present:*

Ashton LaFuente, Christy Hunn

**I. CALL TO ORDER**

Clint Howard called the meeting to order at 8:30 a.m.

**II. APPROVAL OF MINUTES**

**Kevin made a motion** to approve the October 19, 2017 Board meeting minutes. **Jamie seconded the motion.** No discussion. **The motion passed.**

**III. BOARD NOMINATING COMMITTEE REPORT – Becki Womble**

Becki reported the Nominating Committee (Becki, Shawn and Adena Lewis) met October 31, 2017, at 3:00 p.m. to discuss the nomination(s) of two Board positions. As one of the positions was an At-large position, the committee decided to focus on attractions due to Bastrop's extensive outdoor and recreation enticements. Seven candidates were considered.

The committee suggested Thomas Grundin, with LCRA – McKinney Roughs, fill the At-large position. Two applicants were considered for the Hotel position. The Committee recommended Veena Tewani with Best Western for the Hotel position. **Tom Scott moved** to accept the nomination of Thomas Grundin and Veena Tewani to fill the vacant Board positions. **Naseem seconded the motion**. No discussion. **The motion passed**. Dale stated the new members will receive an orientation package with Open Meetings training information.

**IV. PRESENTATION OF FY '17-'18 SALES AND MARKETING PLAN – Dale Lockett**

Dale presented the FY '17-'18 Sales and Marketing Plan. (see attached).

Discussion as follows:

- A. Dale explained the Management Agreement with the City of Bastrop includes deliverables: 1) budget; and 2) sales and marketing plan (business plan). The date set for those deliverables is November 28, 2017, at the next Bastrop City Council meeting. The next deliverable date for the budget and sales and marketing plan is September 2018.
- B. The Marketing Committee met November 15, 2017, to review the plan and discuss the presentation to the City.
- C. Dale discussed the difference between brand and logo. The Marketing Committee will assist the Visit Bastrop team with the brand campaign to include the logo, tagline and message. Until the brand for Bastrop is determined and approved by the Board, Visit Bastrop will continue to use the City's established "Heart of the Pines" logo.
- D. The goal is to have a brand exercise process completed by summer 2018, to help influence our marketing campaign. We will issue a Request for Proposal (RFP) as soon as possible to branding companies with expertise in helping destinations define who they are and their brand. Dale would like to have a few selected companies present to the Board so the Board can assist in selecting a branding company.
- E. Sarah suggested spelling out acronyms in the report. Dale said he would include an acronym addendum going forward.

**Cindy made a motion to approve the Sales & Marketing Plan. Tom seconded the motion. The motion passed.**

**V. CEO REPORT – Dale Lockett**

Dale presented the President's Report. (see attached)

Discussion as follows:

- A. Dale explained that the President's Report is another deliverable required by the City. It will also be provided to the Board of Directors on a monthly basis.
- B. Becki asked if the uptake in hotel occupancy in September was due to Hurricane Harvey. Dale explained we need a period of stabilization for accurate occupancy numbers.
- C. Sarah questioned whether the "7% Local Hotel Occupancy Tax Collections" include the Hyatt. Dale stated he would research the Occupancy information and either update or remove it from the report if it is incorrect.
- D. Dale stated information about turn-downs will be provided in the future, including who, what, and why business was lost and the economic impact it has on our community.
- E. Dale commented the report will continue to grow as Visit Bastrop moves forward.

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A copy of the approved budget was provided in the Board packet, as well as a copy of the Statement of Activities for September and October.

**VI. CHAIR REPORT – Clint Howard**

Clint asked about status of insurance for the organization. Dale reported insurance is in place and the policy would be available in the office.

Clint pointed out one of the children's activities sponsored by Home Depot at the Veteran's Day Car Show in the past was cancelled this year due to perceived liability issues. Clint would like to see the activity replaced with another children's activity next year. Dale said there would be a follow-up meeting to help to improve next year's event.

Dale discussed future use and restrictions of the new Visit Bastrop drone.

Shawn asked about geo-fencing. Ashton explained how geo-fencing works. Dale stated we are researching geofencing companies for more information.

**VII. NEXT MEETING DATE – Dale proposed postponing December's meeting or moving the date up due to the holidays. The Board agreed to suspend the December Board Meeting. *Naseem made a motion* to suspend the December Board meeting. Rick seconded the motion. No discussion. *The motion passed.* The next Board meeting will be held at the Chamber of Commerce on January 18, 2018.**

**VIII. ADJOURN**

*Cindy moved to adjourn the meeting at 9:44 a.m. Dave seconded the motion.* The meeting adjourned at 9:44 a.m.

Minutes recorded by: Christy Hunn, November 17, 2017