



Minutes

**Visit Bastrop
Board Meeting**

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

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

The Visit Bastrop Board of Directors convened in a regular meeting at the Bastrop Convention Center, 1408 A Chestnut Street, Bastrop, TX 78602 on Thursday, February 15, 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:

Cindy Ginsel
Tom Grundin
Clint Howard

Naseem Khonsari
Shawn Anthea-Pletsch
Kevin Plunkett

Tom Scott
Veena Tawani

Ex Officio Board Members present:

Dale Lockett, Sarah O'Brien, Becki Womble

Convened:

Visit Bastrop Staff Present:

Ashton LaFuente, Christy Hunn, Shane Sorenson

Guests Present:

Julie Hart & Doreen Pappas, CFO by Design; Terry Haggerty & Debby Moore, Freelance Journalists

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 January 18, 2018. **Tom moved to approve** the January 18, 2018 minutes. **Kevin seconded the motion.** No discussion. **The motion passed.**

III. REVIEW AND POTENTIAL APPROVAL OF BOARD STRATEGIC PLAN - Dale

Dale stated he feels the draft strategic plan lacks some critical elements. He recommended that instead of reviewing the draft strategic plan today, the Executive Committee should set a meeting date and time for discussion prior to a vote. The Executive Committee will decide if the Board should start over on the strategic plan or add to the existing draft.

The matter was opened for discussion. Clint agreed the draft plan lacks focus. He stated he supports the idea for the Executive Committee to discuss further and present by the next Board meeting if possible. **Naseem moved to table discussion** regarding the strategic plan until the Executive Committee makes a recommendation about whether the Board should start the process over or add to the draft strategic plan. **Kevin seconded the motion. The motion passed.**

IV. REVIEW JANUARY FINANCIALS – Julie Hart, CFO by Design

Julie Hart introduced Doreen Pappas and presented the financial report for January 2018. Doreen explained Bill.com procedures to the Board. Dale thanked Christy and Doreen for their work on payables through Bill.com. Clint stated the process is convenient and thorough.

V. MARKETING COMMITTEE PRESENTATION ON BRANDING AND POTENTIAL ACTION – Brenda

Brenda Abbot was absent. Cindy Ginsel explained the brand RFP process to the Board. The Marketing Committee has narrowed the proposals to three -- Augustine, Belmont Ice House and Slingshot. The remaining companies will provide a video and submit pricing for review. Dale reported the Marketing Committee will meet to review videos in approximately one and a half weeks. The remaining proposals are within \$50,000 to \$60,000. All three have outstanding reviews from other destinations. Dale thanked the Marketing Committee for their hard work. Shawn stated the Marketing Committee hoped to utilize past reports to reduce time spent on initial research. Dale stated the finalists have received the Cultural District Strategic Plan from Cygnet. He stated there would be no cost to Visit Bastrop for the requested videos. Clint thanked the Marketing Committee for work done so far.

VI. SMALL BUSINESS REVOLUTION UPDATE – Sarah and Dale

Sarah said the Small Business Revolution has been a community-wide effort. She said Linda's and Connie's leadership has been key to our success. We will find out today where we stand in votes and will receive two updates. Results will be announced February 27. She encouraged Board members to vote and contact celebrities. Dale thanked Sarah for her hard work.

VII. PRESIDENT'S REPORT - Dale

Dale stated Tom Scott was able to reach out to the Texas Society of Associate Executives Board Chair, Christopher Williston, for TSAE's support of Bastrop in the Small Business Revolution contest. We also have support of the Texas Travel Industry Association. Dale stated Visit Bastrop became the number-one influencer in the campaign, with 44,000 followers on social media. He stressed we must be sure not to over-expose Bastrop during the SBR campaign. We still need to develop destination desirability. He discussed the upcoming Tough Mudder and Toughest Mudder event and stated 6,000 to 8,000 people are expected to attend. He said there were 9,000 views on the Cyrier fly-over video.

VIII. INDIVIDUAL REPORT BY STAFF – Shane and Ashton

Shane discussed convention sales and initiatives. Tom asked if Visit Bastrop provides a guide to visitors. Shane said Visit Bastrop is working on a guide and will provide it to the Board when it is completed. Shawn asked for clarification about difference in room night bookings and total attendance. Shane explained the number of nights may include multi-day events.

He added spending is estimated using Destination International's impact calculator, based on the type of event. Shawn would like to see more information about bookings. Dale explained that due to the competitive nature of convention bookings, information is not released until bookings are secured. He stated a report listing definite calendar bookings will be provided unless confidentiality is mandated by the booked group. Shawn stated that as a Board member, she would like to know which groups have looked at Bastrop. Julie suggested publishing a lost business report that details reasons for lost business.

Ashton discussed website and Facebook overview. She explained January's activity is lower than December's due to holiday events. She said lower activity in January and February is normal and she expects an increase in activity in the spring. Dale added the majority of social media work in January was for Small Business Revolution, which did not promote Visit Bastrop's website. Tom asked that future reports include page numbers. Dale reiterated the importance of quality of posts, rather than quantity. Visit Bastrop's posts should drive demand to the destination.

Dale asked Board members to go over the quarterly report for a reflection of what the Visit Bastrop team has been doing.

IX. CHAIR REPORT – Clint

Clint asked if Visit Bastrop has secured legal representation since the last Board meeting. Dale stated we have not, but that he would pursue before the next Board meeting. There was discussion regarding what Board members could do to help with Small Business Revolution. Dale discussed paid advertising Visit Bastrop has placed in support of SBR.

**Board was called into Executive Session at 9:56 a.m. by Clint Howard at Dale Lockett's request.
Board reconvened into Public Session at 10:37 a.m.**

X. NEXT BOARD MEETING DATE

The next Board meeting date is March 15, 2018, at the Bastrop State Park Refectory.

XI. ADJOURN BOARD MEETING

Shawn moved to adjourn the meeting at 10:40 a.m. Kevin seconded the motion. The meeting adjourned at 10:40 a.m.