

Sabine Parish Tourist Commission
MINUTES
Tuesday, March 14, 2017
12:00 pm

Board Members Present:

Kyle Martinez
Martha Henderson
Bonnie Fox-Miles
Edith Palmer
Randy Ziegler, III
Barbara Peterson
Geri Alford

Not Present:

Staff Present:
Linda Curtis-Sparks
Wanda Rivers
Whitney Robbins

Kyle Martinez, President, called the regularly scheduled meeting of the Sabine Parish Tourist Commission to order.

The prayer was led by Linda Curtis-Sparks. The pledge was led by Kyle Martinez.

Linda Curtis-Sparks showed the Bassmaster Elite video advertisement, as well as updated the board on the TBLA Lunker Bass Program. She showed pictures of school projects done by children with brochures and information provided by the SPTC. She showed the board a photo of the Graham Group, the marketing company for the SPTC, winning multiple ADDY Awards.

Linda Curtis-Sparks encouraged the board members to attend a meeting on March 23rd concerning the status of Hodges Gardens State Park and stated that there needs to be as many people in attendance as possible to try to keep the park from closing. She made the board aware of a meeting of the Public Service Commissioners March 15th at Cypress Bend Resort and that the water committee still meets at the SPTC office. She updated the board on the Bassmaster Classic event and discussed travel reimbursement to those individuals who will assist the Tourist Commission in working the booth. She discussed the need to have a social media class with accommodations, marinas, and restaurants and that the SPTC would host this in the future.

Linda Curtis-Sparks made the board aware of new audit requirements in the upcoming state audit. She discussed the new El Camino Caddo website and that it will be integrated into the Toledo Bend Lake Country website. She discussed a possible new state restaurant tax, and asked for the board's thoughts on the matter. She also discussed the possibility of bi-monthly board meeting and asked the board's opinion. It was decided to discuss it at the next board meeting.

Action #1: Bonnie Fox-Miles made a motion to approve the March 2017 agenda of the Sabine Parish Tourist Commission Board meeting. Randy Ziegler, III seconded the motion. Motion carried.

Action #2: Martha Henderson made a motion to approve the February 2017 minutes. Edith Palmer seconded the motion. Motion carried.

Wanda Rivers and Linda-Curtis Sparks presented the February 2017 financials. Wanda stated that the SPTC received last year's final rebate amount and it was deposited and included in the 2016 financials.

Linda explained to the board that next month's financials will show a large deficits due to the Bassmaster Classic and Bassmaster Elite expenses. She explained that 60% of the year's budget will be spent within the next couple of months.

Action #3: Martha Henderson made a motion to approve the February 2017 financials of the SPTC. Edith Palmer seconded the motion. Motion carried.

Linda Curtis-Sparks gave an update of the Bassmaster Elite event. She discussed the Bassmaster Elite event on Lake Okeechobee in February that broke Toledo Bend's record of 10.4 million views to the events on live program. She stated that Kyle Edmiston, Assistant Secretary of Louisiana State Tourism, will be here for several hours on April 8th and she encouraged the board members to visit with him for a little while. She made the board aware of the status of the internet services for the event and the board acknowledged that the SPTC would pay for the services if BASS did not agree to cover the expense. She also discussed possible options for location changes in the event that the Bassmaster registration dinner is rained out.

Linda Curtis-Sparks reminded the board of the visit by the Lieutenant Governor for National Tourism Week on May 10th at North Toledo Bend State Park. Jerry Mayer will be filming the TV segment for regional news channels.

Linda Curtis-Sparks gave an update on the grant for the corners of Hwy 191 and Hwy 6. She stated that there are still issues with submittals to SRA.

Linda Curtis-Sparks presented the new SPTC Social Media Policy and asked for the boards' opinions on the content. The board expressed their need to further review the policy before making a decision on the matter. It was decided to further discuss it at the next board meeting.

Linda Curtis-Sparks discussed the upcoming state audit and that a compliance letter will need to be signed by the President of the Board. She asked that the board give Kyle the authority to sign these letters.

Action #4: Bonnie Fox-Miles made a motion to accept the Director's Report which included:

1. State Park Cabin and Entrance Price Increase
2. Aviation Article
3. Oilman's Tournament Ads
4. Grill to Open at Wildwood
5. TV Ad with State of Louisiana
6. March Board Meeting
7. Japanese Writers to Attend FAM on Toledo Bend
8. TV Show/Casting Cajun Filming on Toledo Bend February 28th – March 2nd
9. Bassmaster Classic
10. TBLA/Certificate Program
11. Restaurant Tax for Tourism Being Considered
12. Update on Intersection Grant at Hwy 191 and Hwy 6
13. Additional State Requirement for 2018 Audits
14. El Camino Website
15. Texas – Sabine County Hotel Study and Tour with Judge Melton

Martha Henderson seconded the motion. Motion carried.

Linda Curtis-Sparks showed the board the Louisiana Inspiration Guide and pointed out the numerous times Toledo Bend was shown or mentioned in the publication.

Action #8: Edith Palmer made a motion to adjourn. Geri Alford seconded the motion. Meeting adjourned.

President, Kyle Martinez

Date

Witness

Date