

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

Board Members Present:

Kyle Martinez
Bonnie Fox-Miles
Edith Palmer
Geri Alford
Barbara Peterson

Not Present:

Randy Ziegler, III
Martha Henderson

Staff Present:

Linda Curtis-Sparks
Wanda Rivers
Whitney Hart

Geri Alford, Treasurer, called the regularly scheduled meeting of the Sabine Parish Tourist Commission to order.

The prayer and pledge were led by Linda Curtis-Sparks.

Action #1: Bonnie Fox-Miles made a motion to approve the September 2017 agenda of the Sabine Parish Tourist Commission Board meeting. Edith Palmer seconded the motion. Motion carried.

Action #2: Bonnie Fox-Miles made a motion to approve the August 2017 minutes. Edith Palmer seconded the motion. Motion carried.

Linda-Curtis Sparks and Wanda Rivers presented the August 2017 financials. Wanda Rivers stated that she had received the rebate amounts from the state and parish and all expenses had been paid. Linda Curtis Sparks stated that she and Wanda have been working on the 2018 budget and gave an updated summary on where the 2017 budget stood in each category. Changes to the 2017 budget were that staff had prepaid Constant Contact for 2018 for \$1,600 and contracted with the Graham Group for monthly search engine marketing for \$1,000 a month. She made the board aware of the impact that Hurricane Harvey had on the Labor Day occupancy on the lake and to also expect August occupancy numbers to be down significantly.

Action #3: Edith Palmer made a motion to approve the August 2017 financials of the SPTC. Bonnie Fox-Miles seconded the motion. Motion carried.

Linda Curtis-Sparks informed the board of her meeting with Jim Pratt at SRA about the economic development study that they have been discussing. She also explained the comments the Lt. Governor made concerning money on deposit and its impact on enterprise funds. Kyle Martinez appointed a three member committee which includes himself, Bonnie Fox-Miles, and Edith Palmer to formulate a plan for the Tourist Commission for capital improvements related to tourism.

Linda Curtis-Sparks made the board aware of a new Facebook page that was created for the Sabine Parish Tourist Commission. She encouraged the members to like the page and invite all of their friends to like the page. She explained to them the purpose of the page is to keep the public informed of what the Tourist Commission does, our activities, and local events. Kyle Martinez inquired about what type of things would be posted to the page and she explained what she had in mind. She also told the Board members

that social media training with a consultant from Miles Media would be happening in the fall. She emphasized the importance that they be on social media and share what is going on with the Tourist Commission to increase public awareness. She stated that social media training with each board member and the staff is scheduled for the last week of September and asked each board member to set up a time to have individual training with the staff.

She gave an update on the grant project at the intersection of Hwy 6 and Hwy 191 and stated that the area continues to be a problem. She spoke about the Sabine Parish Trash Bash that is scheduled for September 30th and how she appreciated each town's involvement in the effort and that she will be attending the Keep Louisiana Beautiful conference September 19th-21st. She gave a report on three BASS tournament for 2018 and that she received a generous donation from Kurt Carver at Toledo Town to help fund these events. She would also be asking DeSoto Parish and the state to help with funding.

She explained to the Board the situation involving Whitney Hart transitioning from a full time employee to a part time employee. Because of this, there were unpaid compensatory hours still left on the books. It is SPTC policy that hours are only paid when an employee leaves. She asked for Board approval to make an exception to policy and pay these hours.

Action #4: Edith Palmer made a motion to make an exception to the Board policy. Bonnie Fox-Miles seconded the motion. Motion carried.

Action #5: Edith Palmer made a motion to accept the Director's Report which also included the following:

- a. Keep Louisiana Beautiful Conference September 19th-21st
- b. Kyle Edmiston's award
- c. October Staycation ads
- d. State Enterprise Funds statistics for the year
- e. Occupancy tax statistics for the year
- f. Google Analytics for the year
- g. Advocacy meeting on RV pads
- h. Hodges Gardens closure
- i. Encore retirement application
- j. State tour guide writer visited our area
- k. Social media training
- l. No Man's Land Celebration preparations
- m. Sabine Parish Trash Bash to be held this month
- n. Meeting with lessee of Pirate's Cove

Bonnie Fox-Miles seconded the motion. Motion carried.

Action #6: Bonnie Fox-Miles made a motion to adjourn. Edith Palmer seconded the motion. Meeting adjourned.

Treasurer, Geri Alford

Date

Witness

Date