

Sabine Parish Tourist Commission

1601 Texas Hwy  
Many, LA 71449

July 11, 2017  
12:00 p.m.

AGENDA

- I. Prayer and Pledge
- II. Call to Order
- III. Approval of Agenda
- IV. Public Comment Period
- V. Approval of March 2017 Minutes (vote)
- VI. Approval of March, April, May, and June 2017 Financials (vote)
- VII. Old Business
  - a. Wrap Up and Ratification of Cost (TanMar) for Bassmaster Elite Event (vote)
- VIII. New Business
  - a. Audit Report
  - b. Update on Parish Litter Policy and Cost Associated with Program Items
  - c. Discussion on Future Funding for the Tourist Commission
    1. Occupancy Tax Increase
      - a. Cost of Public Relations Program and Issue With Funding
    2. Budget Comparison 2006 - 2016
    3. Summary of Discussion of How to Proceed
      - a. Cost Associated With Research
  - d. Compliance Questionnaire
- IX. Director's Report (vote) (I will not be going into any of the following items during the meeting, unless you have a specific question about the item. All of these items were covered in past reports or in this packet.)
  - April
    - a. Bassmaster Elite Update
    - b. Public Relations Articles in Sabine Index
  - May
    - a. Occupancy and Google Analytics Numbers are Strong and Up From 2016 – January – June 30th

- b. LA Encore Retirement Meeting in Baton Rouge on April 12th
- c. Virtual Reality Film Crews on Toledo Bend April 14<sup>th</sup>-15<sup>th</sup>
- d. Louisiana Office of Tourism Highlighting Toledo Bend in October
- e. Additional Agreed Upon Procedures for Auditing Purposes Discussed at LACVB
- f. Matador Ads for Millennials Ran on Websites in May
- g. Los Adaes Announces Grand Opening on May 6
- h. LA North Newsletter Covered Sabine Parish in May
- i. Tourism Awareness Event Held at North Toledo Bend State Park Attended by Lt. Governor and Staff
- j. Sealy's Big Bass Splash Coming to Toledo Bend for 33 Years

#### June

- a. Update on Social Media Followers and Record Occupancy Numbers
- b. LA Outdoors TV Show To Be Paid For By LOT and Filmed August 1<sup>st</sup> – 2<sup>nd</sup> on Toledo Bend
- c. Chinese Photography FAM Coming to Toledo Bend July 15<sup>th</sup>
- d. Audit Procedures for Future
- e. National Wire Press Release and Photo on Times Square Marquee in New York City reached 9.1 Million in 121 Publications and Online Articles
- f. Sealy Outdoors Big Bass Splash Saw 72 Lunkers Awarded
- g. Louisiana Fishing & Outdoor Adventures Guide Features One of Our Toledo Bend Photos on Front Cover

#### July

- a. Update on TBLA Grant Process
  - 1. Sign Request to the Lieutenant Governor's Assistant
    - A. Gateway Sign at Toledo Town
    - B. Signage Along Hwy 191 Scenic Byway
  - 2. Addition of Landscape Architect
- b. Wrap Up on Legislation
- c. Bass Times Cover Was a Pictures of John Murray After Winning Our Toledo Bend Elite Event
- d. Public Relations Articles in Index To Date
  - 1. Tourist Commission Works to Attract International Visitors (Japanese)
  - 2. Win Prizes, Help Local Businesses Win Best of Louisiana Outdoors
  - 3. Sabine Tourism Promoted By Lt. Governor Nungesser
  - 4. Best Fishing Event in Nation Hits Toledo Bend This Weekend
  - 5. Tourist Commission to Exhibit at Bassmaster Classic Expo
  - 6. Writers Promote Travel Along El Camino Real
  - 7. Toledo Bend Receives National Press in Times Square Marquee in New York City
  - 8. Bassmaster 2017 Top Lakes