

Sabine Parish Tourist Commission
MINUTES
Tuesday, April 10, 2018
12:00 pm

Board Members Present:

Martha Henderson
Bonnie Fox-Miles
Edith Palmer
Geri Alford
Barbara Peterson

Not Present:

Kyle Martinez
Randy Ziegler, III

Staff Present:

Linda Curtis-Sparks
Wanda Rivers
Whitney Hart

Martha Henderson, Vice-President, 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: Geri Alford made a motion to approve the April 2018 agenda of the Sabine Parish Tourist Commission Board meeting. Bonnie Fox-Miles seconded the motion. Motion carried.

Action #2: Edith Palmer made a motion to approve the March 2018 minutes. Geri Alford seconded the motion. Motion carried.

Mrs. Sparks presented the March 2018 financials. She informed the Board that occupancy is down 23% for March, but it is still ahead for the year over 2017. She also discussed the huge economic impact that the BASS Nation tournament brought to the area.

Action #3: Edith Palmer made a motion to approve the March 2018 financials of the SPTC. Geri Alford seconded the motion. Motion carried.

Mrs. Sparks updated the Board on future funding issues and discussed the 1 cent occupancy tax increase and a possible approach to this issue. She talked about the pending legislation on vacation home rentals that would require inspection by a fire marshal. The Tourist Commission will be sending a letter in the next couple of months to all non-lake residents encouraging participation in renting their homes and camps. She does not have an update on the occupancy tax ordinance, but hopes to next month.

She stated that there will be a meeting this Thursday of the Long Range Water Committee on the parish water study.

A discussion was held on the remodel of the back porch of the Tourist Commission for additional storage. Mrs. Sparks stated that the project will be bid if approved. She will put in the advertisement that the Tourist Commission has the right to reject all bids if the price is too high.

Action #4: Edith Palmer made a motion to approve the advertising of bids to remodel the back porch and to include the statement that all bids can be rejected. Bonnie Fox-Miles seconded the motion. Motion carried.

Mrs. Sparks asked the board to approve a \$30,000 addition to the budget for the printing of a new Toledo Bend Lake Country Visitor's Guide. She planned on this cost being included in the 2019 budget, but with the addition of several RV shows, the supply would run out before then.

Action #5: Edith Palmer made a motion to approve the \$30,000 addition to the budget for the printing of a new Toledo Bend Lake Country Visitor's Guide. Geri Alford seconded the motion. Motion carried.

Mrs. Sparks asked the board to approve a \$10,000 grant application for the kickoff event for No Man's Land to be added to the budget if approved. Vernon parish and Beauregard parish will apply for the grant, but because Sabine would be the fiscal agent, it must be included in the budget.

Action #6: Bonnie Fox-Miles made a motion to approve the \$10,000 grant for the kickoff event for No Man's Land to be added to the budget. Edith Palmer seconded the motion. Motion carried.

Mrs. Sparks stated that she, Deb Pennington, and Suzanne Williams would be meeting with Sabine Parish Superintendent Sara Ebarb on Thursday to discuss the Sabine Parish Leaders Against Litter assisting the school board in the fulfillment of the educational component of the litter legislation that was passed last year. Grades K-5 are now required to have litter education in school. Mrs. Sparks asked the Board to approve a \$6,000 grant for litter to be added to the budget if approved by Keep Louisiana Beautiful.

Action #7: Geri Alford made a motion to approve the \$6,000 grant for litter to be added to the budget. Edith Palmer seconded the motion. Motion carried.

Mrs. Sparks presented her Director's Report to the Board. She recently spoke with Scott Dubose with the Friends of Ft. Jessup. They are currently applying for their 501C3 status. She gave an update of the current RV stats from the Good Sam Directory. She presented an article that was written on the El Camino Real that was published in *AAA Southern Traveler* magazine, provided the Board with a profile sheet on No Man's Land, informed the board that Tourism Week will be May 7th-11th, gave an update on Google Analytics, stating that the views on ToledoBendLakeCountry.com are up almost 25,000 over this time last year, and informed the Board on her work schedule and how much time she is currently spending on the development of heritage tourism for Sabine Parish.

Action #8: Geri Alford made a motion to accept the March 2018 Director's Reports which also included the following:

1. Legislative Session/Enterprise Funds
2. Leaders Against Litter
3. DeSoto Request for 2019 Bassmaster Elite Funds
4. Hodges Roses Moved to Cypress Bend Park
5. Keep Kastin' TV Show to Film on Toledo Bend
6. Competitive Event Grant Program
7. Tour Guide Reprint Needed this Year
8. Staff Vacation Days Taken
9. Bass Unlimited Banquet April 20th
10. Meetings included La Association of Convention and Visitor's Bureaus, La Tourism Development Commission, El Camino Caddo Region Marketing Group, La Travel Association, Legislative Bill Review, LTA Legislative Dinner, and No Man's Land Marketing Group

Edith Palmer seconded the motion. Motion carried.

Action #7: Bonnie Fox-Miles made a motion to adjourn. Geri Alford seconded the motion. Meeting adjourned.

Vice-President, Martha Henderson

Date

Witness

Date