

**Sabine Parish Tourist Commission**  
**MINUTES**  
**Tuesday, August 8, 2017**  
**12:00 pm**

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**Board Members  
Present:**

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

**Not Present:**

**Staff Present:**

Linda Curtis-Sparks  
Wanda Rivers  
Whitney Hart

**Guests:**

Randy Rolland

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Kyle Martinez, 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:** Bonnie Fox-Miles made a motion to approve the August 2017 agenda of the Sabine Parish Tourist Commission Board meeting. Geri Alford seconded the motion. Motion carried.

Kyle Martinez welcomed the guest, Randy Rolland from Cypress Bend Resort.

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

Linda-Curtis Sparks and Wanda Rivers presented the July 2017 financials. Linda Curtis-Sparks stated that occupancy is currently the highest in the lake's history, up 3.7% over 2010, which had been the record year, and also up 3.4% over 2016. She also stated that according to the cash flow projection that the funds will not be replaced in the money market account this year.

**Action #3:** Randy Ziegler, III made a motion to approve the July 2017 financials of the SPTC. Geri Alford seconded the motion. Motion carried.

Linda Curtis-Sparks updated the board on future funding issues. She explained that she and SPTC President Kyle Martinez had a meeting with Lee McCann, President of Sabine State Bank. Kyle Martinez stated he learned that, from a lender's standpoint, occupancy on lodging accommodations needed to be at 60% to support a loan for a hotel in the area and that we are currently not near that number and it is difficult in our area due to the seasonality of the area's tourism. Linda made the board aware of a meeting she had with Kyle Edmiston, Assistant Secretary of the Louisiana Office of Tourism, concerning funding issues to gain his perspective and advice. She feels that a separate meeting will need to be held with the board to discuss the possibility of raising the occupancy tax to support future funding. She also discussed the possibility of creating a SPTC Facebook page to increase public awareness.

She held a discussion on the adoption of a social media policy for the SPTC and asked the board members for their input on 2 different policies that were provided to each member and asked them to vote on the one they prefer.

**Action #4:** Randy Ziegler, III made a motion to adopt social media policy #2. Edith Palmer seconded the motion. Motion carried.

Linda Curtis-Sparks discussed possible budget cuts that she and Wanda are looking at for 2018 and that a substantial amount of money will need to be cut. These cuts will have to come from tournaments and marketing and she also felt that a board workshop will need to be held to go into further detail and get the board's opinions.

Kyle Martinez excused himself from the meeting and Martha Henderson, Vice President assumed his role for the remainder of the meeting.

Linda Curtis-Sparks gave the board an update on the TBLA grant project at the intersection of Hwy 6 and Hwy 191. She received an estimate from the landscape designer that was twice what was expected, but that the plan has been revised. She gave an update on the litter campaign and parish wide trash pickup scheduled for September 30<sup>th</sup>. She would be sending flyers to all the mayors and discussed the need for funding of paper safety vests. She provided the status of the 3 BASS events for 2018. The SPTC will contract to host all three and thanked Randy Rolland, Randy Ziegler, III, SRA, and Toledo Town & Tackle for their contributions to make this possible.

Mrs. Sparks presented the Director's Report and made the board aware that the meetings to organize the No Man's Land Celebration are scheduled to be held on the same day as the Sabine Parish Chamber of Commerce meetings, so if they agreed, Wanda Rivers would now be attending the Chamber meetings on behalf of the SPTC. She explained that she is currently writing a book on the history of Toledo Bend and she will be having a meeting on Tuesday with a group of contributors for one of the chapters she is working on.

**Action #5:** Randy Ziegler, III made a motion to accept the Director's Report which also included the following:

- a. Organizational Meeting of 11 parishes for No Man's Land Celebration
- b. China Photography FAM
- c. Filming of LA Outdoor Adventure TV Show for Crappie and Bass
- d. Meeting with Nolan Rivers with Sabine Parish Sales Tax Office, Wanda, and I on Better Understanding of Various Information
- e. Rick Rowe, Channel 3 Filmed Show on July 24<sup>th</sup>
- f. Best of LA Outdoors Awards for 6 Categories Presented to Toledo Bend Area
- g. Issues Relating to Future Funding
- h. Rural Tourism Meeting in Tallulah 8/6/17
- i. Parish Litter Committee and Planned Parish Wide Litter Pick Up for September 30<sup>th</sup>

Bonnie Fox-Miles seconded the motion. Motion carried.

**Action #6:** Geri Alford made a motion to adjourn. Barbara Peterson seconded the motion. Meeting adjourned.