

Sabine Parish Tourist Commission
MINUTES
Tuesday, February 12, 2019
12:00 pm

Board Members Present:	Not Present:	Public Present:	Staff Present:
Martha Henderson Edith Palmer Geri Alford Bobbie Jackson Kyle Martinez Daniel Bennett Bonnie Fox-Miles		Shanna Gaspard George Miles	Linda Curtis-Sparks Wanda Rivers Anne Boyens Whitney Hart

Geri Alford, 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: Bobbie Jackson made a motion to approve the February 2019 agenda of the Sabine Parish Tourist Commission Board meeting. Kyle Martinez seconded the motion. Motion carried.

Action #2: Bonnie Fox-Miles made a motion to approve the January 2019 minutes. Edith Palmer seconded the motion. Motion carried.

Action #3: Bobbie Jackson made a motion to approve the January 2019 financials of the SPTC. Martha Henderson seconded the motion. Motion carried.

Wanda Rivers presented the final Profit and Loss financials for 2018. She stated that the remainder of the reimbursements from 2018 had been applied and negated the anticipated deficit. Linda Curtis-Sparks reminded the board that as usual, a large portion of the 2019 marketing budget is being spent in the first few months of the year.

Mrs. Sparks discussed the contract to manage DeSoto C.V.B. She presented several details and asked the board to approve a salary increase for herself and Wanda Rivers for the period of the agreement. Sabine would write and implement a new financial policy, offer direction for adapting to changes in marketing, assist in interview process, training and oversight for a new Director plus recommend a Parish Tourism Plan from March 1st, 2019-April 30th, 2020. This should be a very positive move in that 20% of Toledo Bend is in DeSoto Parish plus the parishes share Toledo Bend Forest Scenic By-way and for the next three years both are involved in the No Man's Land Celebration.

Action #4: Kyle Martinez made a motion to approve a Cooperative Agreement with the Desoto CVB. Edith Palmer seconded the motion. Motion carried.

Mrs. Sparks presented the board with the opportunity to submit a bid to host the 2019/2020 LOWA (Louisiana Outdoor Writer's Association) Annual Conference at Cypress Bend Resort on Toledo Bend Lake August 10/11, 2019 or August 8/9, 2020. This group would be made up of writers and photographers. This would offer great exposure for Toledo Bend Lake on its 50th Anniversary. Estimated budget amendment would be approximately \$3,000.

Action #5: Edith Palmer made a motion to approve the hosting of the 2019/2020 LOWA. Daniel Bennett seconded the motion. Motion carried.

Mrs. Sparks discussed applying for the KLB Grant for Trash Receptacles at Fort Jesup State Historic Site. She informed the board that the KLB Grant is for affiliates only and SPTC was not an affiliate. Anne Boyens mentioned having seen another grant that was available for non-affiliates. The board discussed applying for this grant if it was an option.

Action #6: Edith Palmer made a motion to apply for a Grant for Trash Receptacles at Fort Jesup State Historic Site. Daniel Bennett seconded the motion. Motion carried.

Action #7: Kyle Martinez made a motion to approve the Audit Engagement Letter. Martha Henderson seconded the motion. Motion carried.

Linda Curtis-Sparks informed the board that replacement computers have been ordered and will be install soon. They will be programed and maintained by CP-Tel.

Mrs. Sparks informed the board that the occupancy tax collections for 2018 was the 2nd highest in history and she attributed it to actively marketing the area through newer on-line programs plus the large number of fishing tournaments.

Action #8: Edith Palmer made a motion to accept the February 2019 Director's Report which also included the following:

1. Occupancy Tax Collections
2. Google Analytics
3. 2019 Fishing Tournaments
4. Meetings
5. Annual Contract Update
6. Tourist Counselors visit from Greenwood Center
7. Appointment to LTA Governance Committee
8. Cypress Bend Christmas Lights Report
9. National Scenic Byway Program approved
10. Interviews and Press for month
11. Upcoming Events
12. Upcoming Tournaments
13. Ads Placed this Period

Kyle Martinez seconded the motion. Motion carried.

Action #12: Daniel Bennett made a motion to adjourn. Martha Henderson seconded the motion. Meeting adjourned.

President, Geri Alford

Date

Witness

Date