

Sabine Parish Tourist Commission
MINUTES
Tuesday, January 15, 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	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: Martha Henderson made a motion to approve the January 2019 agenda of the Sabine Parish Tourist Commission Board meeting. Edith Palmer seconded the motion. Motion carried.

Action #2: Martha Henderson made a motion to approve the November 2018 minutes. Edith Palmer seconded the motion. Motion carried.

Action #3: Edith Palmer made a motion to approve the November 2018 and December 2018 financials of the SPTC. Martha Henderson seconded the motion. Motion carried.

Mrs. Sparks informed the Board that at the beginning of 2018 it was anticipated that the year would end over budget, but as the financials stand now, it is due to end with a significant net gain. There are still several more payments that will be coming in including rebates from the state among others before the 2018 financials are finalized.

Mrs. Sparks presented the Board with an opportunity to enter into a Cooperative Agreement with the Desoto CVB for management services. She asked the Board to consider an arrangement in which responsibilities would be shared between the two CVBs and that a committee be formed to consider the possibility. Both CVBs have Toledo Bend in their areas.

Action #4: Edith Palmer made a motion to consider a Cooperative Agreement with the Desoto CVB where Sabine would furnish some management services and to form a committee for consideration. Martha Henderson seconded the motion. Motion carried.

Geri Alford appointed Kyle Martinez, Edith Palmer, and Martha Henderson to this committee.

Mrs. Sparks made the Board aware of a donation from SWEPCO to the Sabine Parish Leaders Against Litter for the production and distribution of educational materials in the parish schools. She asked the Board to allow these funds to be added to the budget under Income & Expenditures.

Action #5: Edith Palmer made a motion to approve the additional budget item. Bobbie Jackson seconded the motion. Motion carried.

Mrs. Sparks discussed the possibility of entering into a contract with Haynie & Associates during the upcoming legislative session in supporting legislation that would be of importance to the Commission.

Action #6: Martha Henderson made a motion to enter into a contract with Haynie & Associates if needed. Bobbie Jackson seconded the motion. Motion carried.

Mrs. Sparks presented the Board with the possibility of having the KTBS Channel 3 Community Caravan come to Sabine Parish for the 50th Anniversary of Toledo Bend in August. A fee is charged to host the show, but she believes she could have a portion of the fee donation by local businesses.

Action #7: Edith Palmer made a motion host the KTBS Channel 3 Community Caravan in August. Martha Henderson seconded the motion. Motion carried.

Mrs. Sparks informed the Board that she will be grading retirement applications from the state and that retirement ads are currently running. She updated the Board on the State's visitation statistics. She showed the Board a golf article that was written by a writer that stayed at Toledo Bend last year. She gave the Board an Annual Budget Review for the last year. She discussed the current status of the illegal signage on the lake and is awaiting a call from DOTD with further updates.

Action #11: Bobbie Jackson made a motion to accept the January 2019 Director's Report which also included the following:

1. Surgery Update
2. Occupancy Report on Room Night Sales
3. Google Analytics
4. Annual Contract Update
5. UK Publication "Essentially America: Great Lakeside Vacations"
6. No Man's Land Update
7. Personal Update
8. Policy and Procedures for Audit

Martha Henderson seconded the motion. Motion carried.

Action #12: Edith Palmer made a motion to adjourn. Bobbie Jackson seconded the motion. Meeting adjourned.

President, Geri Alford

Date

Witness

Date