

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

Board Members Present:
Kyle Martinez
Martha Henderson
Bonnie Fox-Miles
Edith Palmer
Bobbie Jackson

Not Present:
Geri Alford

Public Present:
Eugene Fremaux

Staff Present:
Linda Curtis-Sparks
Wanda Rivers
Whitney Hart

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: Edith Palmer made a motion to approve the July 2018 agenda of the Sabine Parish Tourist Commission Board meeting. Martha Henderson seconded the motion. Motion carried.

No public comment.

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

Mrs. Sparks presented the June 2018 financials. She also presented the Board with the Budget Comparable Chart and asked the commission to pay special attention to the numbers for the last 10 years.

Action #3: Bobbie Jackson made a motion to approve the June 2018 financials of the SPTC. Bonnie Fox-Miles seconded the motion. Motion carried.

Mrs. Sparks informed the Board that there are changes that are needed in the budget. Amendments are needed to shift funds between marketing and special events budgets.

Action #4: Edith Palmer made a motion to amend the budget. Bonnie Fox-Miles seconded the motion. Motion carried.

Mrs. Sparks updated the Board on the tournaments schedule for 2019. There will not be a BASS Elite tournament in 2019 due to scheduling conflicts, but will be a possibility for 2020. Staff is continuing to work toward a Bassmaster Open event for the 2019 season. Tournament scheduling as a whole looks very strong for 2019 with only a few date conflicts with facility availability.

Eugene Fremaux presented the summary of the 2017 Legislative Audit. Positive remarks were made, with a few minor corrections noted moving forward. Mrs. Sparks discussed the need for a revised Policy and Procedures manual that will address new audit requirements. These are being developed and will be available to the Board in the near future.

Mrs. Sparks presented her Director's Report to the Board. She made the Board aware of new rentals and accommodations that are now open and available on the lake. She informed the Board that renovations at Cypress Bend are underway. She updated the board on a new trend in Chinese travelers coming to Louisiana. Travel from China is up 175% and will continue to grow over the coming years.

Action #5: Edith Palmer made a motion to accept the July 2018 Director's Report which also included the following:

1. Bassmaster Top 100 Lakes
2. Bids Advertised for Back Porch Remodel
3. TBLA Grant and Master Gardeners Grant Update
4. Competitive Marketing Grant
5. Development of No Man's Land Celebration and Heritage Tourism Program
6. Zwolle/Toledo Bend Museum Activity
7. Friends of Ft. Jesup Meeting June 27th
8. Bass Tournaments
9. Google Analytics Update
10. Occupancy Update
11. Programmatic Online Targeting
12. Randy Ziegler's Resignation from SPTC Board
13. Report on Texas Monthly and Southern Living Digital
14. Programmatic Marketing Placed Through the Graham Group

Bonnie Fox-Miles seconded the motion. Motion carried.

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

President, Kyle Martinez

Date

Witness

Date