

Sabine Parish Tourist Commission
MINUTES
Tuesday, February 14, 2017
12:00 pm

Board Members Present:

Kyle Martinez
Martha Henderson
Bonnie Fox-Miles
Edith Palmer

Not Present:

Randy Ziegler, III
Barbara Peterson
Geri Alford

Staff Present:

Linda Curtis-Sparks
Wanda Rivers
Whitney Robbins

Kyle Martinez, President, called the regularly scheduled meeting of the Sabine Parish Tourist Commission to order.

The prayer was led by Linda Curtis-Sparks. The pledge was led by Martha Henderson.

Linda Curtis- Sparks talked about the Louey Award that was awarded to the Tourist Commission at LTPA Annual Membership Meeting and Luncheon in January. She discussed the benefits of winning the award and the factors that contributed to it being awarded. She also discussed the importance of the Tourist Commission to the area and the economy in Sabine Parish.

Action #1: Edith Palmer made a motion to approve the February 2017 agenda of the Sabine Parish Tourist Commission Board meeting. Bonnie Fox-Miles seconded the motion. Motion carried.

Action #2: Bonnie Fox-Miles made a motion to approve the December 2016 minutes. Edith Palmer seconded the motion. Motion carried.

Wanda Rivers and Linda-Curtis Sparks presented the December 2016 and January 2017 financials. They discussed the end-of-year budget results and informed the board that the remainder of the income for 2016 will not be deposited until April, so the numbers are not final as of right now. Linda Curtis- Sparks also informed the board that 85% of our marketing budget for 2017 will be spent between now and the Bassmaster Elite Tournament in May, as was the case in 2016.

Action #3: Edith Palmer made a motion to approve the December 2016 and January 2017 financials of the SPTC. Martha Henderson seconded the motion. Motion carried.

Linda Curtis-Sparks gave the board an update on the Bassmaster Elite event. The Sabine River Authority has installed internet that is sufficient for live streaming of the weigh-in, but does not provide the bandwidth necessary to show live action while the pros are fishing for 4 days. A quote has been obtained from TanMar and submitted to the representative of BASS that is handling digital production. During the 2016 Bassmaster Elite event on Toledo Bend, a record 10.4 million viewers went to Bassmaster.com to view the tournament or the results. The Tourist Commission will cover the cost because of the exposure for the lake if BASS does not approve the expenditure.

Linda Curtis-Sparks stated that the Wild Game Cook-Off is being advertised in the Sabine Index this week. She also stated that BASS has named EconoLodge as the sponsor for the 2017 event and the official name is "Bassmaster Elite at Toledo Bend presented by EconoLodge". She asked the board if they

would approve giving the authority to the executive committee to make decisions and plans regarding all aspects of the Bassmaster Elite event.

Action #4: Bonnie Fox-Miles made a motion to give the authority to the executive committee. Edith Palmer seconded the motion. Motion carried.

Linda Curtis-Sparks presented the Sabine Leaders for Litter's Educational Program for Tourists and asked for the board's approval. Edith Palmer questioned how involved the Police Jury would need to be in assisting with the plan. It was explained that the Police Jury has had representation at the meetings and on the committee.

Action #5: Bonnie Fox-Miles made a motion to approve the Litter Educational Program for Tourists. Edith Palmer seconded the motion. Motion carried.

Linda Curtis-Sparks announced that the Lieutenant Governor would be making a stop at North Toledo Bend State Park for National Tourism Week on May 10th and invited them to the reception.

She discussed the Bass Champs tournament and gave the results. First place took in 36.11 lbs and there were 23 team that weighed in over 20 lbs. She said the lake and social media were buzzing over the weekend about it.

She discussed changes or considerations on the Marketing Plan. She made the board aware that the Tourist Commission hired Tim Mueller to photograph the Bassmaster Elite event and Andy Crawford to take the TBLA lunger picture at the Sealy Outdoors tournament, as well as other photography for marketing. Savannah Hall will provide aerial drone coverage for the Elite

She gave an update on the marketing budget. The 2017 budget provides a category for marketing opportunities that are introduced after the budget is approved. \$20,000 was allowed in this section. The Tourist Commission will partner with the Louisiana Office of Tourism on TV and interactive marketing, with Best of Louisiana Outdoors for a freshwater fishing awards campaign, and with a social media influencer campaign on the Great Outdoors, which will be split with Natchitoches.

She presented an opportunity to host the Fly Rod Chronicles TV Show on Toledo Bend, but felt that the funds were not available in this year's budget.

Action #6: Edith Palmer made a motion to decline the Fly Rod Chronicles TV show. Martha Henderson seconded the motion. Motion carried.

Linda Curtis-Sparks discussed Louisiana Office of Tourism being awarded the HSMAI Adrian Award for travel marketing excellence, as well as an article written naming Cypress Bend as one of three fun destinations in Louisiana. She showed the board the Louisiana Sportsman website and the TBLA lunkers that were featured on the site.

She discussed with the board the possibility of not having a board meeting in April or May due to scheduling conflicts with upcoming events. She stated that if something were to come up that warranted a meeting one could be scheduled, but if not we may wait and have one in June.

The By-Laws were discussed pertaining to certain compliance issues. Mrs. Sparks was asked to present information and follow through with the notification procedure as outlined.

Martha Henderson expressed her concern over the Tourist Commission adopting a social media policy in light of several recent issues at other local entities. Linda Curtis-Sparks said that she would look into this and make it an agenda item at the March board meeting.

Action #7: Bonnie Fox-Miles made a motion to accept the Director's Report which included:

1. Consideration of Restaurant Tax for State Tourism
2. Changes at Louisiana Office of Tourism
3. Tourism Growth for State
4. LTPA Advocacy Program for 2017
5. US Capitol Hill Legislative Fly In
6. Louisiana Sportsman Article
7. Pendleton Bridge Resort & Marina Closure
8. American Roads and Global Highways
9. Tourism Director for Sabine County Hired and Consulted with SPTC
10. Los Adaes May Re-Open After Agreement to Be Reached Between the Louisiana Department of State Parks and National Heritage Area
11. CMP Grant Application Due in April

Edith Palmer seconded the motion. Motion carried.

Action #8: Edith Palmer made a motion to adjourn. Bonnie Fox-Miles seconded the motion. Meeting adjourned.