

Sabine Parish Tourist Commission
MINUTES
Wednesday, November 7, 2018
12:00 pm

Board Members Present:	Not Present:	Public Present:	Staff Present:
Kyle Martinez Martha Henderson Bonnie Fox-Miles Edith Palmer Geri Alford Daniel Bennett	Bobbie Jackson	Shanna Gaspard	Linda Curtis-Sparks 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: Daniel Bennett made a motion to approve the November 2018 agenda of the Sabine Parish Tourist Commission Board meeting. Edith Palmer seconded the motion. Motion carried.

Kyle Martinez welcomed guest Shanna Gaspard, newly appointed Director of the Sabine Parish Chamber of Commerce to the meeting. She thanked the Board for the invite and expressed her desire to work with the Tourist Commission+.

Action #2: Bonnie Fox-Miles made a motion to approve the October 2018 minutes. Edith Palmer seconded the motion. Motion carried.

Action #3: Geri Alford made a motion to approve the October 2018 financials of the SPTC. Martha Henderson seconded the motion. Motion carried.

Mrs. Sparks discussed the future funding for the Tourist Commission. She made the Board aware of a conference call and possible testimony needed for legislative review process on Enterprise Funds. She gave the Board an update on several current issues with vacation home rentals. She also made the Board aware that she met with David Young with Louisiana State Parks Foundation at South Toledo Bend State Park on possible future plans for needs in the lake area that could possibly be met through the Foundation. She discussed the status and progress of the Lunker Art Fish. Currently, all fish have been pulled and are in various stages of refurbishment. A few sponsors have pulled out and new sponsors are being solicited. She gave the Board a summary of the end of year results that would be submitted to the Louisiana Travel Association for the annual Louey Award. She explained how the awards are given and what each category entails. Room night sales for January – September are currently running 4.9% above 2017 and website views for January – October 2018 are at 246,958, a 49.8% increase over 2017.

She asked the Board to consider amending the 2018 budget to include additional income from the Kayak Bassin' sponsorship from the state, Leaders Against Litter grant money, and marketing for No Man's Land.

Action #4: Edith Palmer made a motion to approve the amendments to the 2018 budget. Daniel Bennett seconded the motion. Motion carried.

Mrs. Sparks presented the Board with the 2019 Marketing Plan. She discussed improvements that have been made to the golf course at Cypress Bend Resort and marketing opportunities for golf for 2019.

Action #5: Edith Palmer made a motion to approve the Marketing Plan. Geri Alford seconded the motion. Motion carried.

Mrs. Sparks presented the Board with the 2019 Budget. She stated that there would be a need to make adjustments by Spring and Summer as additional opportunities develop.

Action #6: Daniel Bennett made a motion to approve the 2019 Budget. Geri Alford seconded the motion. Motion carried.

Action #7: Edith Palmer made a motion to elect Geri Alford as President, Martha Henderson as Vice President, and Kyle Martinez as Treasurer. Bonnie Fox-Miles seconded the motion. Motion carried.

Mrs. Sparks asked the Board to approve the Sabine Index as the official journal for 2019.

Action #8: Geri Alford made a motion to approve the Sabine Index as the official journal for 2019. Martha Henderson seconded the motion. Motion carried.

The Executive Director's contract was discussed. Mrs. Sparks asked that the vehicle policy concerning the storage of the vehicle at her residence be omitted due to the fact that she uses her personal vehicle.

Action #9: Bonnie Fox-Miles made a motion to approve the Executive Director's contract for 2019. Geri Alford seconded the motion. Motion carried.

Mrs. Sparks gave the Board an update on regional heritage tourism. Details concerning research for the museum for the 50th anniversary celebration of Toledo Bend were discussed. She stated that she will no longer be President of the El Camino Caddo Region Marketing Group for Texas and Louisiana in 2019 and asked that they approve her to become Treasurer, which would involve an additional set of books being kept by SPTC staff.

Action #10: Edith Palmer made a motion to approve Linda Curtis-Sparks accept the role of Treasurer for the El Camino Caddo Region. Daniel Bennett seconded the motion. Motion carried.

Mrs. Sparks gave the Board an update on this weekend's Bayou Renegade Rally Poker Run. Participation is not what was expected, but the ride will continue. She also gave the Board a brief update on the historical kickoff event at Fort Jesup in February. She stated that she has been talking to Major League Fishing and does not believe the tournament will be coming to Toledo Bend due to budget, but she is still trying to place a bid. She also made the Board aware of her meeting with the state concerning Scenic Byways on the preparation of new marketing ideas.

Action #11: Daniel Bennett made a motion to accept the November 2018 Director's Report which also included the following:

1. Occupancy Tax Collections
2. Google Analytics

3. Changes and Additional Accommodations on Lake
4. Meeting at South Toledo Bend State Park
5. Louisiana Public Service Commission Meeting
6. Scenic Byway Meeting
7. New FLW Tournament Added for 2018
8. Kayak Bassin' Tournament
9. Filming on Toledo Bend
10. Inmates Scheduled to Work at Office
11. Update on No Man's Land
12. Presentation Given at TBLA Meeting
13. Advise of Attorney General's Opinion

Edith Palmer seconded the motion. Motion carried.

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

President, Kyle Martinez

Date

Witness

Date