

Sabine Parish Tourist Commission
MINUTES
Tuesday, October 10, 2017
12:00 pm

Board Members Present:

Kyle Martinez
Bonnie Fox-Miles
Edith Palmer
Geri Alford
Barbara Peterson
Randy Ziegler, III
Martha Henderson

Not Present:

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 October 2017 agenda of the Sabine Parish Tourist Commission Board meeting. Randy Ziegler, III seconded the motion. Motion carried.

Action #2: Randy Ziegler, III made a motion to approve the September 2017 minutes. Geri Alford seconded the motion. Motion carried.

Linda-Curtis Sparks and Wanda Rivers presented the September 2017 financials. Wanda Rivers gave an update of funding that was received for BASS events in 2018. Linda Curtis-Sparks reported that occupancy is currently up 5% over 2016 and down 1.8% as compared to 2010, which was the highest year on record.

Action #3: Randy Ziegler, III made a motion to approve the September 2017 financials of the SPTC. Edith Palmer seconded the motion. Motion carried.

Linda Curtis-Sparks gave the board a summary of the parish wide water project. She explained that a \$300,000 study is being conducted on a parish wide water system. She provided the board with a chart showing the comparable of most water districts and their operating cost vs. expense. Future water development is important for hotel and retail development in the lake area. She spoke on the hearing on Enterprise Funds and the need to have a plan for the money the Tourist Commission has on deposit. She made the board aware of a meeting she will be attending in St. Landry Parish on October 16th with lawyers discussing the future legislation on RV pad revenue. She gave an update on the TBLA grant process, stating that it was getting closer to becoming a reality and that they would be staking out the corners in the coming weeks.

Linda Curtis-Sparks discussed the social media trainings that were held in September and thanked the board members that attended. She asked if anyone felt they needed more help or if there were any questions. She asked the board members to try to have an active role on social media in promoting our

Facebook pages and tourism in general. She discussed the No Man’s Land celebration and presented a book entitled “Legendary Louisiana Outlaws”. She told them she would be ordering a couple of copies for anyone that would like to read it so that they would have an understanding of the history surrounding the celebration the Board will be involved in developing for 2019-2021. She provided the board members with a timeline of Sabine and Natchitoches Parish’s early history and explained that it would be constantly updated as more history is researched and that she would provide them with an updated copy as updates occur.

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

1. Google Analytic Report
2. Three BASS Events
3. El Camino Real Caddo Region
4. No Man’s Land, Becoming Louisiana Celebration
5. Cypress Bend/Best Western FAM for Meeting Planners and Travel Agents
6. State Park Photography Shoot
7. DOTD Permit for TBLA Grant
8. Influencer Campaign
9. Sabine Parish Leaders Against Litter Campaign
10. Act 355 and Requirements Concerning Visitor Enterprise Funds
11. Destination Louisiana, Sabine Parish Featured for October

Linda Curtis-Sparks presented the board with the current Google Analytics Reports and explained what they meant. She reported that website numbers are currently down from what they were last year and asked the board to approve spending an additional \$3,000 dollars in internet marketing with the Graham Group for the remainder of the year.

Bonnie Fox-Miles seconded the motion. Motion carried.

Action #6: Randy Ziegler, III made a motion to adjourn. Bonnie Fox-Miles seconded the motion. Meeting adjourned.

Kyle Martinez, President

Date

Witness

Date