

Sabine Parish Tourist Commission
MINUTES
Tuesday, September 11, 2018
12:00 pm

Board Members Present:

Kyle Martinez
Martha Henderson
Bonnie Fox-Miles
Edith Palmer
Bobbie Jackson
Geri Alford
Daniel Bennett

Not Present:

Public Present:

Whitney Buckley

Staff Present:

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: Geri Alford made a motion to approve the September 2018 agenda of the Sabine Parish Tourist Commission Board meeting. Edith Palmer seconded the motion. Motion carried.

Action #2: Bonnie Fox-Miles made a motion to approve the August 2018 minutes. Geri Alford seconded the motion. Motion carried.

Mrs. Sparks presented the August 2018 financials. She stated that they had received a rebate check from the state and the funds were reflected in the records. She was encouraged that the Labor Day weekend occupancy was strong. She informed the board that a new Visitor's Guide would be printed in the near future. Kyle Martinez questioned how many visitors to ToledoBendLakeCountry.com were downloading tour guides as opposed to requesting paper copies. Whitney Hart stated that a majority of the literature requests are downloads, but that a very large number of paper copies are requested and sent out almost daily. Mrs. Sparks presented the litter bags that were ordered by the Tourist Commission for the Sabine Parish Leaders Against Litter program to educate kindergarten through fifth grade students in the parish.

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

Kyle Martinez gave a report on the renovation of the back porch area into storage. It was determined that other methods of storage would be researched and presented to the Board at a later date.

Mrs. Sparks presented the Board with an update on the No Man's Land celebration. She stated that immediately following today's meeting that she will go to DeSoto Parish to make a presentation on this subject. She gave a history of No Man's Land and displayed the new logo and website. She also discussed the kickoff Renegade Rally and the details of the event.

Mrs. Sparks discussed the new museums that are in the works in Zwolle and Many and the roles that they would play in the future of tourism. She stated that the Tourist Commission would support both museums and they would bring great value to the area. She asked the Board to approve a transfer of funds to establish a bank account for the Friends of the Toledo Bend/Zwolle Museum that will be used for interpretation purposes.

Action #4: Edith Palmer made a motion to transfer \$1,000 to this account. Martha Henderson seconded the motion. Motion carried.

Mrs. Sparks updated the Board on the progress of the refurbishment of the lunker art fish and presented them pictures of the first completed fish by artist Linda Boren. She stated that they are planning to eventually refurbish and repaint each fish and gave a brief summary of the process that it entails.

Action #5: Geri Alford made a motion to accept the September 2018 Director's Report which also included the following:

1. Occupancy Tax
2. Google Analytics
3. Lt. Governor's Tourism Summit
4. Photography
5. Litter Training for Justices of the Peace and Constables
6. Encore/Retirement Award
7. Toledo Bend/Zwolle Museum
8. No Man's Land Activities
9. El Camino Real Meeting

Edith Palmer seconded the motion. Motion carried.

Action #6: Bobbie Jackson made a motion to adjourn. Edith Palmer seconded the motion. Meeting adjourned.

President, Kyle Martinez

Date

Witness

Date