

Sabine Parish Tourist Commission

1601 Texas Hwy

Many, LA 71449

February 11, 2020

12:00 p.m.

AGENDA

- I. Prayer and Pledge
- II. Call to Order
- III. Approval of Agenda
- IV. Public Comment Period
- V. Approval of January 2020 Minutes (vote)
- VI. Approval of January 2020 Financials (vote)
  1. Discuss comparables
- VII. Old Business
  1. Update on issues that may impact future occupancy tax funding or growth on lake.
    - a. Economic Development & Police Jury planning committee. Next meeting on 2/18/2020.
    - b. Legislation concerning vacation rentals – Explain voter voice
  2. Update on Toledo Bend/Zwolle Museum Project & funding for renovations & research
    - a. Discuss Down Under Reunion
    - b. Explain Lunch with the Legends
    - c. Update current work on building renovations & research
    - d. Explain research website
- VIII. New Business
  1. FAM (Familiarization Tours for Writers and Tour Operators) Tours planned for Spring Promotions
    - a. March 6 – No Man’s Land – Natchitoches Media Tour– 22 writers - arranged by Louisiana Office of Tourism
    - b. March 6 – No Man’s Land Tour Operator -25+ operators. Feed at Deridder – arranged by Louisiana Office of Tourism
    - c. Golf FAM for Audubon Trail- March 22<sup>nd</sup>. SPTC responsible for fishing tour and meals. 13 writers
    - d. April 23-26 – 20+ Tour Operators arranged by Louisiana Office of Tourism for No Man’s Land. SPTC responsible for ½ room rate, food & entertainment
  2. Discuss possible bids for 2021 tournament

IX. Director's Report (vote)

1. Louey Award received
2. Reports on BASS College, High School & Junior High tournaments
3. Report on FLW Series tournament
4. Meetings attended: LTA, LACVB, No Man's Land, El Camino Real, La. Tourism Promotion Board, Friends of Toledo Bend/Zwolle Museum, Police Jury planning meeting
5. Occupancy Tax for 2019
6. Google Analytics for website for 2019 & January 2020
7. Advertising, print and digital currently running
8. Update on staffing

X. Motion to adjourn