

**MINUTES OF JOINT WORKSHOP WITH BASTROP COUNCIL AND
VISIT BASTROP BOARD OF DIRECTORS****September 9, 2019**

The Bastrop City Council and Visit Bastrop Board of Directors met in a Joint Workshop Meeting on Monday, September 9, 2019, at 6:30 p.m. at the Bastrop City Hall Council Chambers, located at 1311 Chestnut Street, Bastrop, Texas. Members present for the Bastrop City Council were: Mayor Schroeder, Mayor Pro Tem Nelson and Council Members Jackson, Ennis, Rogers and Peterson. Officers present were: City Manager, Lynda Humble, City Secretary and Ann Franklin. Members present for the Visit Bastrop Board of Directors were: Chair, Clint Howard; Co-Chair, Rick Brackett; Treasurer, Kevin Plunkett; Secretary, Brenda Abbott; Board Members, Shawn Pletsch; Jamie Creacy; Marcus O'Conner; Mindy Raymond; Kaye Sapikas; Tom Scott; Veena Tewani; Becki Womble; and Kathy Danielson. Staff: Marketing Coordinator, Christy Hunn; Marketing Manager; Director of Sales, Kathryn Lang; and President/CEO, Susan Smith.

CALL TO ORDER

- a. Mayor Schroeder called the meeting of the Bastrop City Council to order with a quorum being present at 6:30 p.m.
- b. Chair, Clint Howard called the meeting of the Visit Bastrop Board of Directors to order with a quorum being present at 6:30 p.m.

CITIZEN COMMENTS - NONE**WORK SESSION**

- 3A. Review the City's Contract with Visit Bastrop dated September 12, 2017 regarding scope of service and deliverables along with purpose of annual workshop (dialog about performance, establish future goals and objectives, and other topics that may be relevant to the components of this contract in early June of each year).
Presentation was made by President/CEO, Susan Smith.
- 3B. Hold discussion regarding FY 2019 Contract Performance, establish future goals and objectives for FY 2020 and beyond, provide update on current Visit Bastrop activities such as the Branding initiative, adoption of a Strategic Plan, and other organizational items such as Bastrop Music Festival, results of the additional \$75,000 for special events, and a new position focused on Cultural Arts.
Discussion was held.
- 3C. Consider action to approve minor contract amendments as a result of discussion.
Visit Bastrop Board of Directors voted on the following:
 1. Presidents report will include sales, marketing and public relations metrics, along with the industries economic update and trends, format is at the discretion of Visit Bastrop
 - 2.3 Business Plan (C)(i)**A motion was made to have the presidents report include sales, marketing and public relations metrics, along with the industries economic update and**

trends, format with the format at the discretion of Visit Bastrop. Motion passed unanimously.

2. Move from Monthly reporting to Quarterly reporting to City Council

- 2.3 Business Plan (C)(ii)

A motion was made by Board Member Tom Scott to change the Monthly reporting to Quarterly reporting, specifically January, April, July and October with a joint meeting in July, seconded by Board Member Shawn Pletsch. Motion passed unanimously.

3. Change section 3.2, to reflect a three-year forecast vs. five-year forecast

- III Compensation 3.2 Forecasting

A motion was made by Board Member Jamie Creacy to change section 3.2, to reflect a three-year forecast vs. five-year forecast, seconded by Board Member Kevin Plunkett. Motion passed unanimously.

4. Approval of Collaborative Arts Event Coordinator and funding.

A motion was made to approve a half year Collaborative Arts Event Coordinator with an estimated annual budget of \$92,500. Motion passed unanimously.

City Council voted on the following:

1. Presidents report will include sales, marketing and public relations metrics, along with the industries economic update and trends, format is at the discretion of Visit Bastrop

- 2.3 Business Plan (C)(i)

A motion was made by Council Member Rogers to have the presidents report include sales, marketing and public relations metrics, along with the industries economic update and trends, format with the format at the discretion of Visit Bastrop, seconded by Council Member Jackson, motion was approved on a 5-0 vote. A friendly amendment was made to include a glossary.

2. Move from Monthly reporting to Quarterly reporting to City Council

- 2.3 Business Plan (C)(ii)

A motion was made by Council Member Jackson to change the Monthly reporting to Quarterly reporting to City Council at the second Council meeting in January, April, July and October additionally to move the joint meeting from June to July, seconded by Council Member Rogers, motion was approved on a 5-0 vote.

3. Change section 3.2, to reflect a three-year forecast vs. five-year forecast

- III Compensation 3.2 Forecasting

A motion was made by Mayor Pro Tem Nelson to change section 3.2, to reflect a three-year forecast vs. five-year forecast, seconded by Council Member Ennis, motion was approved on a 5-0 vote.

4. Authorize City Manager to execute changes that were made to the contract.
A motion was made by Mayor Pro Tem Nelson to authorize the City Manager to execute the minor amendments to the contract that were voted and approved by City Council on September 9, 2019, seconded by Council Member Peterson, motion was approved on a 5-0 vote.


ADJOURNMENT

Mayor Schroeder adjourned the Bastrop City Council meeting at 8:24 p.m. without objection.


Chair, Clint Howard adjourned the Visit Bastrop Board of Directors meeting at 8:24 p.m. without objection.

APPROVED:

ATTEST:



Mayor Connie B. Schroeder



Deputy City Secretary Traci Chavez

The Minutes were approved on September 24, 2019, by Council Member Ennis' motion, Council Member Roger's second. The motion was approved on a 5-0 vote.