

Sabine Parish Tourist & Recreation Commission
1601 Texas Hwy.
Many, LA
MINUTES
February 8, 2022
12:00 pm

Board Members Present:

Edith Palmer
Martha Henderson
Bonnie Fox-Miles
Bobbie Jackson
Suzanne Williams

Board Members Absent:

Lauren Moore
Hannah Savell

Staff Present:

Georgia Craven
Marjorie Hogan

Public Present:

Shanna Gaspard

Martha Henderson, Vice President called the meeting of the Sabine Parish Tourist & Recreation Board to order.

Georgia Craven led the prayer. Ms. Henderson led the pledge.

Action #1: Suzanne Williams made a motion to approve the February 2022 agenda of the Sabine Parish Tourist & Recreation Commission board meeting. Edith Palmer seconded the motion. No discussion. Motion carried.

No public comments were made during this meeting.

Action #2: Bobbie Jackson made a motion to approve the January 2022 minutes of the Sabine Parish Tourist & Recreation Commission board meeting. Suzanne Williams seconded the motion. No discussion. Motion carried.

Action #3: Edith Palmer made a motion to approve the January 2022 financials. Suzanne Williams seconded the motion. No discussion. Motion carried.

Georgia Craven presented the amended budget to include funds from the Tourism Revival Grant received in December 2021 and to reflect dedicated funds carried over from 2021 to 2022 for the Toledo Bend/Zwolle Museum project as approved in the December board meeting.

Action #4: Suzanne Williams made a motion to approve the 2022 Amended Budget. Edith Palmer seconded the motion. No discussion. Motion carried.

Georgia Craven discussed staffing and her plans to begin advertising for open positions later this month.

Ms. Craven has met with BDC Radio regarding advertising. She would like to utilize BDC Radio to promote Sabine Parish Tourist & Recreation Commission and local events by signing a one year contract for this service.

Action #5: Bonnie Fox-Miles made a motion to approve Ms. Craven signing a one year contract with BDC Radio for advertising. Bobbie Jackson seconded the motion. No discussion. Motion carried.

Georgia Craven advised she has spoken with a Parker Brand Creative Services to use as back office marketing team. She would like to sign a 6 month contract with Parker Brand to handle marketing, refreshing our website and ads.

Action #6: Edith Palmer made a motion to approve Ms. Craven signing a six month contract with Parker Brand Creative Services. Bobbie Jackson seconded the motion. No discussion. Motion carried.

Ms. Craven advised the board that she signed a 1 year subscription with Key Data Dashboard. This service will help identify short term rentals in the area, including VRBO & Airbnb and help identify that they are in compliance and submitting required occupancy taxes. This site also tracks occupancy according to events going on in the area.

Ms. Craven also advised that SPTRC will install security cameras in the lobby and at the front door for the safety of employees and will sign up for a security monitoring service.

Ms. Craven advised that SPTRC is assisting in the Fort Jesup Bicentennial Celebration on February 25th & 26th. She asked if any of the board members would be available or interested in volunteering on February 25th. Several board members responded that they will be available to volunteer on Friday.

Ms. Craven mentioned overnight room sales for 2021 showed a 19% increase over 2020. She also presented a PowerPoint presentation on plans for the upcoming year. She also mentioned that LTD and Wildwood were the recipients of Louey Awards at LTA's recent awards dinner held on February 2, 2022.

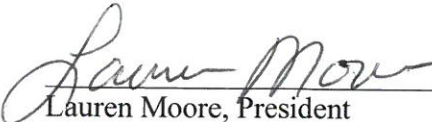
Action #7: Suzanne Williams made a motion to approve the Assistant Director's report, which included the following:

- a. Overnight room sales & occupancy tax
- b. Google Analytics
- c. Q1 2022 Major Events & Initiatives
- d. Upcoming Meetings
- e. Ads placed January 2022
- f. Professional Development
- g. Policy & Procedure update
- h. 2022 Travel Outlook
- i. Recognition

Edith Palmer seconded the motion. Motion carried.


Martha Henderson announced that the next SPTRC board meeting will be March 8th.

Action #8: Edith Palmer made a motion to adjourn. Bobbie Jackson seconded the motion. No discussion. Motion carried.



Lauren Moore, President

3-8-22
Date



Witness

3/8/22
Date