

**Minutes**  
**Board of Directors' Meeting**  
**Neal's Dining Room 6:00 pm**  
**Wednesday, January 21, 2015**

**Board Members Present:**

Melissa Bates  
Charlie Reagor  
Patti Van Pelt  
Ed Poole  
Tim Hester  
Chase Roosa  
Robbie Fayle

**Board Members Not Present:**

**Visitors:**

Mary Murphy  
Jennifer Jackson  
Roland Benavides  
LeAnn Sharp  
Brian Sharp  
Missy Roberts

**Staff:**

John Cohen

1. The meeting was called to order at 6:05 PM by Melissa Bates
2. Welcome Visitors/Open Forum:
3. Consider Approval of Minutes for November 19, 2015  
*A motion was made by Ed Poole to approve minutes from November 19, 2014*  
*2<sup>nd</sup> by Tim Hester*  
*Unanimously approved*
4. Consider Approval of Financials for November/December 2014

*A motion was made by Ed Poole to approve financial reports from  
November/December, 2014  
2nd by Tim Hester  
Unanimously approved*

5. Executive Director Report (John Cohen):
  - a. **Advertising:** John said that he was holding off on online advertising in order to do a big push when the new website is unveiled. He mentioned that for print he was looking at several publications such as AAA, Houston Astros, Texas State Guide, and Shale Magazine. He asked the Board for suggestions of publications that have worked well in the past. The Board suggested to look at smaller community newspapers from key geographic feeder markets
  - b. **Trade Shows:** John told the Board that on the consumer side the focus would be on niche shows like Hunting/Fishing and Wedding/Honeymoon shows. On the Trade side, the deadline for the Domestic Tour Operators shows like ABA and NTA had already past, but there was still an opportunity to partner with the State of Texas for IPW which is a trade show that focuses on International tours and FITs. Debra from the City of Uvalde CVB is interested in partnering for key Consumer shows.
  - c. **Grant Committee:** John suggested that it might be a good idea for the future to set up a Special Event Grant Committee of interested members and the Executive Director to make funding recommendations to the Board. The reason for the suggestion is that sometimes Board Members might be applying for Grants and this would minimize the perception of conflict of interest and might make it less awkward for the rest of the Board. The Board felt that it might be premature but would be open to it down the road if applications increased.
  
6. Discussion and/or Action Items
  - a. **Grant Program/two grant applications:** The Grant Applications was a request from Frio Country Resort for \$10,000 to support marketing efforts for Frio River Run, and Neal's Lodges requested \$5,000 for a spring break music and wild hog sacking event. John Cohen mentioned that the Grant Budget only had \$10,000 that was unallocated. There was

considerable discussion of both applications and the consensus was that HCR would award 50% of what was requested for each event. \$2,500 for Neals Lodges, and \$5,000 for Frio Country Resort. For the Frio Country Resort award, \$3000 would be taken from the Tax Account and could only be used for marketing and \$2000 would be taken from the corporate account and could be used for other event costs. Patti Van Pelt recused herself from the vote on her funding request.

*A Motion was made by Tim Hester to approve a grant award of \$5,000 to Frio Country Resort with \$3000.00 from the Tax Account and \$2,000.00 from the Corporate Account.*

*2<sup>nd</sup> by Ed Poole*

*Unanimously approved*

*A Motion was made by Charlie Reagor to approve a grant award of \$2,500.00 to Neal's Lodges with all of the award coming from the Tax Account.*

*2<sup>nd</sup> Robbie Fayle*

*Unanimously approved*

- b. **Office Space:** Charlie Reagor reported that he had spoken to the owner of the building that the Board is interested in and that it could be “win-win” for both owner/realtor and HCR. Charlie will continue his conversation with the owner.
- c. **Administrative Assistant:** The general agreement is that we should wait until we have office space before hiring an Administrative Assistant.
- d. **Branding/Website:** John Cohen reported that he been in conversation with several marketing and website firms. He asked if these firms could present to the Board at the next meeting. The Board asked to see two candidates.
- e. **Membership Meeting:** The Board scheduled a Membership Event on May 7<sup>th</sup>.

7. Other business: No other business

8. Melissa Bates adjourned the meeting at 8:30pm