

Minutes
Board of Directors' Meeting
The Club at Concan
Wednesday, April 1, 2015

Board Members Present:

Melissa Bates
Charlie Reagor
Patti Van Pelt
Tim Hester

Board Members Not Present:

Robbie Fayle
Ed Poole
Chase Roosa

Visitors:

Nancy Feely

Staff:

John Cohen

1. The meeting was called to order at 7:05 PM by Charlie Reagor
2. Welcome Visitors/Open Forum:
3. Consider Approval of Minutes for February, 2015
*A motion was made by Charlie Reagor to approve minutes from November 19, 2014
2nd by Tim Hester
Unanimously approved*
4. Consider Approval of Financials for February, 2015

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

5. Executive Director Report (John Cohen):
 - a. **HOT:** We received our 4th Quarter HOT check for \$73,902 in mid-February. The latest report from Sue Haynes reflects non-payment by Frioman for the 3rd and 4th Quarters of 2014 and for Neal's for the 3rd Quarter although they have paid the 4th quarter. John spoke to John Dodson, the County Attorney, to get a sense how late payments are handled. He said that the Auditors Office will send out a letter, and if there is no response it would be referred to him and he would send out a "Demand" letter. After 60 days, there are fines that aggressively grow over time. He can also pursue litigation if there isn't a response. He did say that he tries to work with the lodging businesses to avoid fines and litigation and will even work out payment plans.
 - b. **Advertising:** Our total advertising budget for this year is \$42,000. Print is still important but is a secondary strategy to online. John is holding off about \$22,000 for a strong digital push when our new website goes live. He cautiously booking print advertising that will give us good ROI. We have placed an ad in the Houston Astros year book. In response to the Board's request to look at smaller community newspapers in key regional feeder markets, he has have booked a ¼ sized ad as part of a co-op with other Hill Country Destinations through Madden Media that will appear, simultaneously, in the Abilene Reporter News, Midland Reporter Telegram, Odessa American, Austin American-Statesman, Bryan-College Station-the Eagle, Rio Grande Valley Newspaper, Dallas Morning News, San Antonio Express News, Ft. Worth Star Telegram, Waco Tribune Herald, Houston Chronicle, Wichita Falls Times-Record, Killeen Daily Herald, also about 10 newspapers in AR, MS, LA, NM, and OK. This hits in September.
6. Discussion and/or Action Items
 - a. **Grant Program/Cactus Jack Application:** The Grant Application was a request from Cactus Jack for \$10,000-15,000, and a request for \$5,000 from The Club at Concan for

the Junction Texas A & M Golf Tournament to support marketing efforts. John Cohen reminded the Board that we had budgeted \$10,000.00 for Cactus Jack in its own line item. The Board discussed the Golf event and determined with the event only 24 days away it didn't make sense to allocate the full amount requested. The Board noted that Cactus Jack doesn't generate much in room nights for the county but was an event with some potential.

A Motion was made by Charlie Reagor to approve a grant award of \$500 to The Club at Concan, 2nd by Tim Hester. Unanimously Approved.

A motion was made by Tim Hester to award the previously budgeted \$10,000 to the Cactus Jack foundation, 2nd by Charlie Reagor. Unanimously approved.

- b. **Rio Frio Recap:** John Cohen reported that ticket sales were down significantly from last year. Total tickets sold: 4844 (2014: 8259). Free (produced by DP) concerts/activities attendance: approx. 1600 (2014: approx. 3000). Total paid/free show RFF attendees: 6444 +- (2014: 11,259+-). DP reduced ticket sales availability from 2500 tickets (outdoor) to 1500 (indoor) tickets per show. John Cohen reported that John Dickson felt that the reasons for the drop in attendance was Bad weather leading to Spring Break 2015; Pre-sale tickets were further reduced due to extensive unseasonably cold, cloudy and rainy days during prime pre-sale ticket sales time frame. Spikes in tickets sales can be monitored on "sunny/warmer days" which were few and far between during 2015 prime (Jan-March) pre-sales and Slow pre-sale tickets: Over 50% of the markets attending RFF 2014 had different Spring Break dates than 2015. Key Market **NOT** available for 2015 included (in part or full); San Antonio, Houston, Dallas/Fort Worth (TCU, UTA, SMU), Huntsville (Sam Houston State U.), Stephenville (Tarleton State U.), Waco (Baylor U.) and various areas throughout Texas and Texas Beach Spring Break competition: Based on success/attention to prior Rio Frio Fest, Corpus Christi and S. Padre are investing more advertising dollars and booking the same or like bands (at higher \$ guarantees) and adding more concert dates for this style music. This reduces artists buying power for RFF.

- c. **Office Space:** Charlie Reagor had spoken to the building owner and he asked Charlie to give him a proposal. Charlie went over the budget and feels that HCR can pay a rent consistent with rentals in Concan. In addition HCR would pay all utilities. The Board discussed signage and purchasing display racks for local partner brochures.
 - d. **Branding Update:** John Cohen reported that he been working hard to put together the local focus groups and interviews as well as the out of market focus groups. He reminded the Board that their focus group was on Monday, April 6th.
7. Other business: Discussion of Board Seats and the upcoming election. Tim Hester and Nancy Feely agreed to be on the nominating committee and John Cohen was asked to send a notice asking members if they are interested in serving on the Board.
8. Melissa Bates adjourned the meeting at 9:45pm