

**Minutes**  
**Board of Director's Meeting**  
**Uvalde County Visitors Center**  
**April 21, 2016**

**Board Members Present:**

Gabe Gonzales  
Rob Fayle  
Tim Hester  
Cassandra Perry  
Chase Roosa

**Board Members Not Present:**

Valerie Moore  
Mary Murphy

**Visitors:**

Nancy Feely  
Leslie Komet & Tracy Lowe – Komet Communications  
Samantha Davidson & Samantha Foster – Cultivate PR  
John Curtis & Marty McDonald – Fahlgren Mortine  
Don McLaughlin & Richard Williams – Cactus Jack  
Foundation

**Staff:**

John Cohen  
Annabell McNew

1. **Rob Fayle called the meeting to order at 5:03 pm**
2. **Visitor Open Forum:** Visitor welcomed.
  - a. Presentations made by 3 PR Agencies: Komet Communications, Cultivate PR, & Fahlgren Mortine  
*John clarified the difference between Cubic Creative, our Marketing Agency and what the PR Agency would do. Cubic has created and designed our website, branding, and graphics for paid ads, whereas PR Agency will compliment our paid ads by earned media, add credibility through editorial features, etc..*
  - b. Presentation by Cactus Jack Foundation. Request for \$5,000. Specified how we would be recognized at this late date. Banners with our logo will be hung in the arena near the bull

shoots, visible to the live stream on PBR Nation to over 7,000 viewers on Friday night and over 20,000 viewers on Saturday night. Will post on social media, on the big screen teleprompter at the event, radio mentions. We will have 6 VIP seats in box in the arena and 10 general admission each night. We will work closer with Cactus Jack earlier on next year to encourage bullriders and fans to stay in county lodging, look into a meet and greet with bullriders, Leon Coffee, and concert event outside the city limits to promote lodging in the County and bring more people. Possibly coordinate shuttle transportation.

A motion was made by Gabe Gonzales to grant \$5000 to Cactus Jack Bullriding with the caveat that we work with them earlier for marketing and placement.

2<sup>nd</sup> by Tim Hester

Motion passed 4-1 with Rob Fayle voting no.

**3. Consider Approval of Minutes for March 2016**

*A motion was made by Gabe Gonzales to approve minutes from March, 2016*

*2<sup>nd</sup> by Tim Hester*

*Unanimously approved*

**4. Consider Approval of Financials for March, 2016**

a. Financials will be reviewed in detail at May meeting.

*A motion was made by Tim Hester to approve financial reports from March 2016*

*2<sup>nd</sup> by Chase Roosa*

*Unanimously approved*

**5. Executive Director Report**

Update on Online banking system.

Reviewed Quarterly HOT collections report.

**6. Discussion and/or Action Items**

**Tejano Music Festival:** Discussion about Tejano Music Festival produced by Mark Esparza to be held at the Golf Course of Texas on Oct. 15. Mark Esparza is requesting \$41,000 total to produce the event. The THCRR staff recommended that the Board agree to invest \$10,000 from the Tax account and \$10,000 from Corporate account to share profit with The Golf Club of Texas, assuming they will invest the remaining funds.

*A motion was made by Tim Hester to approve investment in Tejano Music Fest as recommended.*  
*2nd by Chase Roosa*  
*Gabe Gonzalez abstained from voting.*  
*Motion passed.*

**Nominating Committee:** The Board discussed the process for nominating committee and election at the upcoming Annual Membership Meeting. Rob Fayle requested we confirm the process and which seats will be up for reelection, and confirm with Garry Merritt about filling a Large Lodge Owner seat. Annual Membership Meeting date set for May 17 at 6pm at Neal's Dining Room.

**PR Agency:** The Board discussed the presentations of all PR Agencies. Annabell McNew recommended Fahlgren Mortine.  
*A motion was made by Tim Hester to contract with Fahlgren Mortine.*  
*2nd by Chase Roosa*  
*Motion unanimously passed.*

Rob Fayle adjourned the meeting at 8:45pm