

**Joint Workshop with Bastrop, TX City Council
And Bastrop Destination Marketing Organization (DMO)**

Start-Up Board

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



BASTROPTX

Heart of the Lost Pines / Est. 1832

Special Workshop Agenda - April 4, 2017 at 6:30 P.M.

City of Bastrop City Council meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800 or write 1311 Chestnut Street, 78602, or by calling through a T.D.D. (Telecommunication Device for the Deaf) to Relay Texas at 1-800-735-2989 at least 48 hours in advance of the meeting.

WORKSHOP AGENDA

1. Call to Order
 - a. City of Bastrop City Council – Mayor Pro Tem DeLaRosa
 - b. Bastrop DMO Start-Up Board – Ann Smarzik, Board Chair
2. Presentation and discussion regarding “What is a Destination Marketing Organization (DMO)?” – Dale Lockett
3. Presentation and discussion regarding the potential power and impact of a DMO on Bastrop – Dale Lockett
4. Discussion and consensus regarding the mission of the Bastrop DMO – Lynda Humble
5. Presentation and consensus regarding contractual relationship between City of Bastrop and the DMO (Where does the control of DMO reside?) – Lynda Humble
6. Discussion and consensus regarding the critical (non-negotiable) elements of the contract – Lynda Humble
7. Discussion and consensus regarding the measurement(s) of “success” of DMO’s mission – Lynda Humble
8. Adjournment
 - a. City of Bastrop City Council – Mayor Pro Tem DeLaRosa
 - b. Bastrop DMO Start-Up Board – Ann Smarzik, Board Chair

I, the undersigned authority, do hereby certify that this Notice of Meeting as posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenient and readily accessible to the general public, as well as to the City’s website, www.cityofbastrop.org and said Notice was posted on the following date and time: Friday, March 31, 2017 at 1:00 p.m. and remained posted for at least two hours after said meeting was convened.

Ann Franklin, City Secretary