

**El Camino Real de los Tejas  
National Historic Trail Association  
Board of Directors Quarterly Meeting  
October 15, 2016  
The Cole Art Center  
329 E. Main Street, Nacogdoches, TX**

*While waiting for Irene Ramos to arrive so that we would have a quorum, Chris Talbot reported that the Stone Fort Museum at Stephen F. Austin University, which is a 1936 recreation of Antonio Gil y Barbo's late 18<sup>th</sup> century mercantile house (owner of the Lobanillo Rancho), is opening a new El Camino Real exhibit tonight. The exhibit is getting finishing touches right now, but the board is invited to visit after the meeting. The exhibit will be on view for about a year.*

*We then began with the report from the Texas Historical Commission at 10:44am (summary found below).*

*Irene arrived.*

Meeting called to order by Chris Talbot at 11:19am. A quorum was present.

Board Members in Attendance: Lucile Estell, Sarah Gould, John Kisalus, Duke Lyons, Henry Mayo, John Pruett, Irene Ramos, Chris Talbot, and Jeff Wright.

Others in Attendance: Steven Gonzales, Brad Patterson (THC), Aaron Mahr (NPS), Steve Burns Chavez (NPS), and Roger Holt (incoming board member).

Board Members Absent: Tom Byrd, Chief Davis, Carl Mica, and Maureen Winn.

*Review of July 2016 Minutes:* Correction - Jeff Wright was online.

Minutes from July 16, 2016 Board meeting were unanimously approved with the above change by motion (John K.<sup>1</sup>, Henry<sup>2</sup>).

Chris Talbot called for reports from the committees.

**Governance Committee Report** presented by Irene Ramos (written report in Board meeting notebooks).

Irene presented the slate for 2016-2017 board officers (Chris Talbot – President, Henry Mayo – Vice-President, Sarah Gould – Secretary, John Pruett – Treasurer). The slate of officers was unanimously approved by motion (Lucile<sup>1</sup>, Jeff<sup>2</sup>).

Irene thanked all the officers who have served the Association and are now terming out.

**Finance Committee Report**

Lucile presented the finance report (financial reports in Board meeting notebooks).

Lucile raised concerns about stagnant executive director salary and retirement, which have not seen an increase since Steven joined the organization and asked about creating an ad hoc committee to consider executive compensation.

Steven reminded the board that we have a bookkeeper that comes in once a month and the financial reports are shared with the finance committee monthly and with the whole board quarterly. A CPA reviews the books annually to prepare the 990. Our fiscal year is October 1-September 30<sup>th</sup>.

Items of note in the end of year balance sheets:

- Sponsorships from the Laredo workshop resulted in a larger net income than had been anticipated.
- We have \$27,270 of revenue that are being carried forward – most of which is designated for Lobanillo.

The end of year budget report was unanimously approved by motion (Irene<sup>1</sup>, Henry<sup>2</sup>).

**Development Committee Report** presented by Steven (written report in Board meeting notebooks).

At the last Development Committee meeting the committee discussed developing a plan to send press releases to regional newspapers to increase awareness of the trail and related activities.

Lucile will collect regional newspaper information from board members and then create a directory for Steven. All board members are asked to collect newspaper contact information (emails) for their area and send it to Lucile.

Increased social media initiatives were discussed.

The committee also discussed implementing Model Trail Communities (MTC) – a concept that was previously approved by the board. Currently we only have one in Floresville. The committee asked that board members consider if they could launch an MTC in their region.

Chris noted that you don't get buy-in until people know what the trail is, and sees the MTCs as a logical follow up to new signage initiatives. All MTC members would be members of the Association – this could be a way to build membership.

John K. asked that the MTC packet be emailed to the board so they can consider how it might work in their community.

The Development Committee Report, with a board assignment to collect media contact information and review local Model Trail Community possibilities, was unanimously approved by motion (John K.<sup>1</sup>, Duke<sup>2</sup>).

**Executive Director's Report** presented by Steven Gonzales (written report in Board meeting notebooks).

Two main points:

*Strategic Planning* – our current plan expires in 2016. When Lucile, Duke, and Carl term out Steven will be the last person who was part of the current strategic plan. Steven would like to get price quotes from a few strategic planning facilitators to help develop a new 5-year plan in 2017.

The board unanimously approved that Steven collect quotes for strategic planning facilitators and present the quotes to the Executive Committee prior to the January meeting (John K.<sup>1</sup>, John P.<sup>2</sup>).

*Annual Meeting locations for 2017 and 2018* – We need to decide where we will hold the annual meetings in 2017 and 2018. Steven proposed Goliad for 2017 and Austin in for 2018. We have never had annual meetings in either of those locations.

Sarah mentioned that 2018 is the Tricentennial in San Antonio and if we held the annual meeting in San Antonio we could make the meeting an official Tricentennial event and hopefully attract more interest in the Association. The Board discussed that we held an annual meeting in San Antonio in 2014, but also the benefits of the Tricentennial tie-in are attractive.

The board unanimously approved the 2017 annual meeting in Goliad and the 2018 annual meeting in San Antonio (Jeff<sup>1</sup>, Duke<sup>2</sup>).

----[end of reports]----

## **NEW BUSINESS**

### **Ad-Hoc Committee to Review Executive Director Compensation**

Chris called for volunteers to serve on new ad-hoc committee to examine executive compensation. John K., Jeff, John P., and Henry volunteered to serve on the committee.

### **Our Gratitude to Terming Out Directors**

Chris thanked Irene, Lucile, Duke, Carl, and all the other directors for their service.

## **OTHER REPORTS**

**Texas Historical Commission Update** presented by Brad Patterson.<sup>i</sup>

The 2018-2019 budget has been drafted. THC will have \$20 million to put toward historic courthouses. They will be asking for additional funds for maintenance. THC also received monies for their historic sites. At last session THC did not receive money for heritage tourism, but they have received some this cycle. THC lost about half of its funding in 2011 and a third of staff, so things are better now, but not where they were pre-2011.

THC took over Mission Dolores in July. The exhibits and interpretation will be revamped. THC moved staff positions from their San Felipe project to cover Mission Dolores, but when San Felipe opens they will need new positions. Next week THC will have a groundbreaking at the San Felipe site. A new visitor center is planned.

Aaron added that NPS has funding to connect historic trails to state parks and state historic sites. It might be possible for NPS to help fund the interpretation at Mission Dolores since it is on the historic trail.

THC currently has seven mobile app tours, with four new ones planned. A German Heritage guide is forthcoming.

This summer THC held a heritage travel conference. They may do another one in fall 2017 or January 2018.

### **National Park Service Update**

Following Friday's trip to the Lobanillo Swales, Steve Burns-Chavez shared that the next step for the Association is to create an implementation plan including a construction plan.

We want to make sure that the implementation is congruent with the design plan. The Association can create an RFP for a landscape architect and bids for construction. As we want minimal impact on the landscape, we need to make sure that who is hired knows what we want and has a familiarity/understanding of the sensitivity of the site.

Steve B.C. also suggested another option is to ask the local community for resources (manpower, services, equipment, and/or materials), but it would be important to have oversight to make sure we get the results we want.

### **Adjournment**

Meeting adjournment at 12:40pm was unanimously approved by motion (Chris<sup>1</sup>, Sarah<sup>2</sup>).

Respectfully submitted by Secretary Sarah Gould.

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<sup>i</sup> This report was offered at the beginning of the meeting to give Irene time to arrive.