

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30a.m., Thursday, April 07, 2016
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, John McLaren, Jason Reese, Maury Littleton, Shirley Luna, Rick Still
Staff Present: Carl Watson, Joanna Temple, Mike Bay

- I. **Call to Order**
Chairman Barringer called the meeting to order at 8:30a.m.
- II. **Consider approval of the minutes from the February 17th Board Meeting**
Motion to approve minutes made by Rick Still with second by Jason Reese. Motion carried.
- III. **Financial Update**
- IV. **Receive Final Report on Nacogdoches Music Festival.**
- V. **Consideration for approval to use special activities funds for product development project-Soccer Field Improvements for \$6,500.00.**
Motion to approve made by Maury Littleton with second by Jason Reese. Motion carried.
- VI. **Consideration to approve use of reserve funds for El Camino Real Way Finding Project.**
Motion to approve \$6000.00 of reserve funds for El Camino Real Way Finding Project made by Jason with second by Rick. Motion carried.
- VII. **Request to add \$4,800.00 from reserve funds to Continuing Education line item and move \$5,880.00 from Other line item to Trade Shows.**
Motion to approve made by Maury with second by Rick. Motion carried.
- VIII. **Committee Reports**
 - a. Advertising/Marketing
 - b. City/County Partnerships
 - c. Volunteer/Events
 - d. SFA Liaison
 - e. Chamber/Business Partnerships
 - f. Community Partnerships
- IX. **Executive Directors Report**
Carl reported that the visitors center traffic was very heavy Jan-Mar. He shared the new CRM front desk report with information on visitors. He reported that the H.O.T. revenue was up 9.6% for February. He said there were nine bus tours to see Azalea's in Feb-Mar. He reported he and Jannette had attended the Unity Dinner at the end of February in Austin, that JoAnna Temple had completed her initial sales training, he had given the city council a quarterly update in March and attended his first Northeast Texas Tourism Council meeting. He also reported Jannette was attended a Simpleview seminar in Tucson, AZ.
- X. **Attachments**
- XI. **Designation of time, date and location of next meeting**
Mark Barringer announced the next board meeting would be held on Wednesday, May 18, 2016 at 8:30 am in the CVB board room.
- XII. **Adjourn**
The meeting was adjourned at 9:30 am.

Kati Kennedy
Secretary/Treasurer