

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU

Regular Board Meeting Wednesday, December 16, 2015

Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, Rick Still, Shirley Luna, Jason Reese, Maury Littleton, Kati Kennedy

Staff Present: Carl Watson, Jannette Sparks, Mike Bay

I. Call to Order

Chairman Barringer called the meeting to order at 8:30a.m..

II. Consider Approval of Minutes of November 18th Meeting.

Motion to approve minutes as written made by Rick Still with second by Jason Reese. Motion carried.

III. Financial Update

Treasurer Kati Kennedy reported moving the general account from Regions Bank to First Bank and Trust. The special activities account was closed at Hunting Bank and opened at Commercial Bank of Texas.

IV. Discussion of IRS 990 Penalties for 2013-2014.

Carl reported to the Board that the CVB was charged late IRA 990 filing penalties of \$10,000 for 2013 and \$3,540 for 2014.

V. Consider Approval of New Chart of Accounts.

Motion to approve made by Maury with second by Kati. Motion carried.

VI. Consider Extension of Destination Services Contract for 6 months.

Motion to approve made by Kati with second by Rick. After discussion motion did not carry.

VII. Consider Having CVB Handle Funds for Nacogdoches Music Festival.

Kati ask the Board to approve using the CVB Special Accounts bank account to deposit monies collected from sponsor pledges, ticket sales, etc. Motion to approve made by Shirley Luna with second by Rick. Discussion included the CVB not having any responsibilities for the expenses or liabilities connected with the Nacogdoches Music Festival. Motion carried with Kati, Shirley, Rick, and Mark voting to approve and Jason and Maury against.

VIII. Committee Reports

- A. SFA Liaison. Shirley reported using SFA Today to encourage faculty to promote Nacogdoches as a venue for their professional organization meetings.
- B. City/County Partnerships. Rick reported that Sherry Ward would add art to the basement exhibit. Some of the pieces will be donated and others will have to be purchased and that should not be more than \$1,000. The paintings will be hung by an SFA art professor.
- C. Volunteer/Events. Maury reported that the CVB had applied for Junior Forum volunteers for next year. Hopefully will be able to have historic sites open on Sundays.
- D. Advertising/Marketing. Jason reported training with Simple View in January.
- E. Chamber/Business Partnerships. Kati reported having a "Meet Your Downtown Neighbors" after the first of the year.
- F. Community Partnerships. John was not present.

IX. Review Current Hotel Occupancy Tax report.

Carl reported that the hotel occupancy tax year-to-date through October was 6.4% over the same period for 2014.

X. Executive Director's Report.

Carl reported that a new sales manager had been hired effective January 1, 2016 and the new operating account had been opened at the First Bank & Trust East Texas. He also reported that he and Jannette were working an update to the marketing plan to present to the board and city commission.

XI. Receive report on Convention and Tourism Activities.

Carl said that the Pulpwood Queens were all set to come in January 14-17. He and staff had met with them and they were excited to be coming back.

XII. Marketing/Website/Branding Update.

XIII. Designation of time, date, and location of next meeting.

The next regular meeting was set for 8:30a.m., Wednesday, January 20th, 2016 Charles Bright Visitor Center, 200 E. Main.

XIV. Adjourn

Chairman Barringer adjourned the meeting at 9:40a.m.