

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30a.m., Wednesday, January 20, 2016
Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

Staff Present: Carl Watson, Jannette Sparks, Joanna Temple

I. Call to Order

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

II. Consider approval of the minutes from the December 16th Board Meeting

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

III. Financial Update

IV. Committee reports

- A. SFA: Shirley Luna reported on "Cram the Coliseum" on Feb. 13th
- B. City/County Partnerships: Rick Still reported on looking for possible replacement for the Caddo Indian display. Also, working with Judge Mike Perry about coordinating events at the Civic Center.
- C. Volunteer/Events: Maury Littleton reported that Carl would speak to the Rotary Club of Nacogdoches to recruit volunteers.
- D. Advertising/Marketing: Jason reported on presentation of branding update from Simpleview.
- E. Chamber/Business Partnerships: Kati reported on successful Downtown Merchants meeting.
- F. Community Partnerships:

V. Receive report on Nacogdoches Music Festival

Kati reported that invoices have been sent to Festival sponsors. Also, she reported the times of performance would be staggered to make it easier for ticket holders to see more acts.

VI. Staff reports and requests for consideration

- A. Motion for approval of the personnel handbook was made by Jason with second by Maury. Motion carried.
- B. Carl reported that hotel occupancy tax increased 6 ½ % for period January through November
- C. Motion for approval of sales training contract with Destination Services made by Kati with second by Shirley. Motion carried.
- D. Report on sales activities.
- E. Report on marketing.
- F. Carl reported that he and the staff had met with the downtown merchants to give them an update on what the CVB was doing as well as upcoming events. He said he was pleased with the response of the participants. He reported that Kathy Murphy with the Pulpwood Queens had been given a tour of the Fredonia Hotel and she wanted to hold her event there next year if at all possible. He also reported that he and JoAnna Temple had given a representative of the

Texas Corvair Club a tour of the downtown area and he was very impressed and was going to recommend the club hold their meeting in Nacogdoches next March.

VII. Attachments

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

The next regular meeting was set for 8:30a.m., Wednesday, February 17th, 2016 Charles Bright Visitor Center, 200 E. Main.

IX. Adjourn

Chairman Barringer adjourned the meeting at 9:24am.

Kati Kennedy
Secretary/Treasurer
