

**MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU**  
**Regular Board Meeting 8:30a.m., Wednesday, July 20<sup>th</sup>, 2016**  
**Nacogdoches Convention and Visitors Center Nacogdoches, TX**

Members Present: Mark Barringer, Tracie Lasater, Shirley Luna, Rick Still, Kati Kennedy, Kelly Daniel.

Staff Present: Carl Watson, Joanna Temple, Mike Bay, Sherrie Skeeters.

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- I. **Call to Order**  
Chairman Barringer called the meeting to order at 8:30a.m.
- II. **Consider approval of the minutes from the Special June 1st Board Meeting**  
Motion to approve minutes with correction made by Rick Still and second by Kati Kennedy. Motion carried.
- III. **Financial Update**
- IV. **Consider Approval of Televising Board Meetings at City Hall**  
Motion made to approve made by Kati with second by Rick Still. After discussion, motion failed.
- V. **Website Update**  
Carl reported that the marketing committee was continuing to work with Simpleview on the website design. He presented the front page for the board to review and Sherri went over the details with them.
- VI. **Budget Update**  
Carl reported that while preparing the budget he had miscalculated the expense portion of the budget and was \$500.00 off so he added that amount to the telephone and internet line item to bring everything into line. There was no change in the total expense amount due to the change.
- VII. **Committee Reports**
  - a. Advertising/Marketing
  - b. City/County Partnerships
  - c. Volunteer/Events
  - d. SFA Liaison
  - e. Chamber/Business Partnerships
  - f. Community Partnerships
- VIII. **Executive Directors Report**  
Carl gave an update on the sales and marketing departments to include new website figures, digital marketing efforts, group business sales efforts, as well as June visitor center walk-in figures and information requests and new ad in Texas Monthly. He also reported that he felt that May HOT revenue might be 7-8% below previous year, mainly due to La Quinta changing to a Motel 6, but that fiscal year-to-date was still running 8% above the previous year. He also reported that new pictures were going to be installed in the basement art gallery very soon.
- IX. **Attachment**  
Texas Monthly July ad
- X. **Designation of time, date and location of next meeting**
- XI. **Mark Barringer announced the next board meeting would be held on Wednesday, August 17st, 2016, Charles Bright Visitor Center, 200 E. Main, at 8:30a.m.**
- XII. **Adjourn**  
The meeting was adjourned at 9:15a.m.

Kati Kennedy  
Secretary/Treasurer