

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30a.m., Thursday, May 18th, 2016
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, John McLaren, Jason Reese, 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 April 7th Board Meeting**
Motion to approve minutes made by Rick Still with second by John McLaren. Motion carried.
- III. **Consider approval of the minutes from the May 4th Special Board Meeting.**
Motion to approve minutes made by Rick Still with second by John McLaren. Motion carried.
- IV. **Financial Update**
- V. **Consider Approval of 2016/2017 CVB Budget**
Mark Barringer suggested to table approval till called meeting on June 1st. Motion to table made by Rick with second by John. Motion carried.
- VI. **Committee Reports**
 - a. Advertising/Marketing
 - b. City/County Partnerships
 - c. Volunteer/Events
 - d. SFA Liaison
 - e. Chamber/Business Partnerships
 - f. Community Partnerships
- VII. **Executive Directors Report**
Carl reported that the H.O.T. revenue was up 8.4% for the calendar year. He showed the Board two new reports from Simpleview for the sales department giving the economic impact of the Texas Historical Commission meeting and the OTT Rally. He also presented a new Simpleview report from the visitor center dealing with visitor inquiries from magazine ads. He reported the visitors center had 1,449 walk-ins in April. Carl gave an update on walk-in visitors from the top ten states, Texas cities and countries. He said our website banner ads were performing better than average and showed a couple of examples of the ads.
- VIII. **Attachment**
 - a. Banner Ads
- IX. **Designation of time, date and location of next meeting**
Mark Barringer announced the next board meeting would be held on Wednesday, June 1st, 2016 at 8:30 am in the CVB board room.
- X. **Adjourn**
The meeting was adjourned at 9:15am.

Kati Kennedy
Secretary/Treasurer