

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS Bureau
Board Meeting Wednesday, November 18, 2015
Nacogdoches Convention and Visitors Center Nacogdoches, Texas

Members Present: Mark Barringer, Rick Still, Jason Reese, Maury Littleton, and John McLaren

Staff Present: Carl Watson, Jannette Sparks, and Mike Bay

- I. Call to order**
Meeting was called to order at 8:30a.m. by Chairman Mark Barringer.
- II. Consider Approval of Minutes of October 21st Meeting**
Motion to approve minutes as written made by Rick Still with second by John McLaren.
Motion carried.
- III. Financial Update**
Treasurer Kati Kennedy was not present.
- IV. Consider Approval of Updates to CVB By-Laws**
Motion to approve by-law updates made by John with second by Rick. Motion carried.
- V. Discussion of Christmas Light Installation invoice.**
Motion to approve the payment of the balance for the light installation from the special activities account was made by Rick with second by John. Motion carried.
- VI. Consider Salary Adjustment for Sales Manager Position.**
Motion to increase salary for Sales Manager from \$40,000 to \$45,000 with no incentives made by Rick with second by Maury Littleton. Motion carried.
- VII. Consider Insurance Stipend for Executive Director.**
Motion to give a \$250. Insurance stipend for the Executive Director was made by Maury with second by Jason Reese. Motion carried.
- VIII. Approval to Move Operating Account from Regions to First Bank and Trust E. Tx.**
Motion to move the account to First Bank and Trust made by Rick with second by Jason. Motion carried.
- IX. Committee Reports.**
 - A. SFA: Shirley Luna was not present.
 - B. City/County Partnerships: Rick Still was to meet with Sherry Ward about the paintings in the basement. Some were to be donated as a permanent exhibit.
 - C. Volunteer/Event: Maury Littleton meet about upcoming events. Millard's Crossing will be open on the weekends. Maury will begin working on the volunteer base in the spring.
 - D. Advertising/Marketing: Jason Reese attended the TEAMS meeting on a fact finding mission. He will give an updated report at next meeting.
 - E. Chamber/Business Partnerships: Kati Kennedy was not present.
 - F. Community Partnerships: John McLaren had no report.
- X. Review Current Hotel Occupancy Tax report.**

Carl reported that the H.O.T. revenue increased 6.7% for fiscal 2015.

XI. Executive Directors Report.

Carl said he had been working on trying to complete the policy & procedure manual, finishing updating the bylaws, updating the chart of accounts, job descriptions as well as working with JoAnna, the sales intern, to update forms and start formulating the sales goals for 2016.

XII. Receive report on Convention and Tourism Activities.

Carl presented a report giving the top ten states and top ten countries of visitors who had signed the guest register for fiscal year 2015.

XIII. Marketing/Website/Branding Update.

Jannette Sparks had attended two trade shows. Simpleview will be in town to meet with staff and community leaders.

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

The next regular meeting was set for 8:30a.m., Wednesday, December 16th, 2015 Charles Bright Visitor Center, 200 E. Main.

XV. Adjourn

Chairman Barringer adjourned the meeting at 9:20a.m.

Kati Kennedy
Secretary/Treasurer