

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30a.m., Wednesday, October 21st, 2015
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, John McLaren, Jason Reese, Maury Littleton, Kati Kennedy, Shirley Luna
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 the minutes from the September 16th meeting

Motion to approve minutes made by Kati Kennedy with second by Maury Littleton. Motion carried.

III. Financial Update

Kati Kennedy reviewed the balance sheet and profit & loss as of September, 2015. The auto and trailer will be removed from fixed assets. These have been sold.

IV. Consider approval of updates to CVB by-laws.

Motion to approve made by Kati with second by John McLaren. Motion carried.

V. Consider approval of new employee handbook.

Motion made by Maury with second by Jason to table until next board meeting. Motion carried.

VI. DMAP accreditation

Maury ask what were the benefits for this accreditation. The marketing aspects as well as the cost was discussed. Also, the time commitment for staff. Carl told the board that marketing would always take first priority.

VII. Consider approval of videography funding.

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

VIII. Committee reports

- A. SFA: John McLaren reported art openings at the Cole Art Center, SFA homecoming, and The Day of the Dead.
- B. City/County Partnerships: Rick Still was not present.
- C. Volunteer/Events: Maury Littleton will have her report at the next board meeting.
- D. Advertising/Marketing: Jason Reese reported meetings with Simpleview and the Sports Advisory Council.
- E. Chamber/Business Partnerships: Kati reported scheduling a Meet Your Downtown Neighbor meeting.

IX. Review current hotel occupancy tax report:

Carl reported that the YTD occupancy tax was up 6.7% over fiscal 2014

X. Executive Director's report:

Carl reported he had complete site tours of the remain six motels and also two B&B's. He also gave a breakdown on the different meetings and state events he attended in September as well as his signing of the 2015-2016 city contract and SimpleView contract.

XI. Receive report on convention and tourism activities:

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

The next regular meeting was set for Wednesday, November 18th, 2015, Charles Bright Visitor Center, 200 E. Main.

XIII. Adjourn

Chairman Barringer adjourned the meeting at 9:30a.m.

Kati Kennedy
Secretary/Treasurer
