

**MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU**  
**Regular Board Meeting 8:30 a.m., Wednesday, Oct. 17, 2018**  
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Shirley Luna, Wanda Mouton, Ron Johnson, John McLaren, Kelly Daniel, Damon Ruckel  
Staff Present: Sherry Morgan, Cheryl Bartlett, Joanna Temple, Stephanie Fontenot, Mike Bay

**I. Call to Order**

The meeting was called to order at 8:30 a.m.

**II. Consider approval of minutes from the Sept. 19 Board Meeting**

Motion to approve the minutes was made by Damon Ruckel. Wanda Mouton seconded. All approved.

**III. Financial Standings** – Cheryl Bartlett informed the board the financial report reflected end-of-year standings.

**IV. Discussion Items**

**A.) Pulpwood Queens**

Sherry Morgan updated the board regarding the Pulpwood Queens' Girlfriend Weekend convention that's been held in Nacogdoches for many years. Due to an unsigned contract and possible miscommunication, the group will have its 2019 convention in Jefferson, Texas. There is a possibility it will return to Nacogdoches in the future.

**B.) Bid for technology solutions**

Morgan informed the board that progress has been made and contacts gathered, and she will have three official bids for the board by the Nov. 28 meeting.

**C.) Naming of 1<sup>st</sup> Floor Board Room**

This agenda item was tabled by Morgan – no update was provided.

**D.) Update on pressed penny machine**

Morgan informed the board that designs have been finalized and the machine will be shipped seven to 10 days after payment has been received.

**E.) Texas Forest Trail Region Office**

Morgan presented the possibility of having Marty Prince, executive director of the Texas Forest Trail, work from an office within the Charles Bright Visitor Center. Prince currently has less-than-favorable office space and could benefit from relocating, and the CVB staff could benefit from having her on-site due to its relationship with the Texas Forest Trail, and also due to Prince's past work experience with the CVB. The board unanimously approved.

**V. Staff reports**

- A.) Stephanie Fontenot delivered the marketing efforts report, including an update to the Pineywoods Barn Quilt Trail and promotion of the Nine Flags Christmas Festival.
- B.) Joanna Temple delivered the sales efforts report, including information about upcoming groups and new e-blast efforts to Roland contacts.
- C.) Mike Bay delivered the visitor services report, including the total number of visitors to walk in the Charles Bright Visitor Center within the last month as well as organizations that have utilized the center's meeting spaces.
- D.) Sherry Morgan delivered the executive directors report, mentioning the new reporting metrics being utilized in FY18, the Amami sister-city event hosted by the CVB, a coffee table book, TML, a sentiment report generated by Meltwater as well as promotional items efforts.

- VI. Designation of time, date and location of next meeting** – The next regular board meeting will be held at 8:30 a.m. Wednesday, Nov. 28, 2018, at the Charles Bright Visitors Center.
- VII. Adjourn** – The meeting adjourned at 9:14 a.m.