

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, Nov. 28, 2018
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Shirley Luna, Ron Johnson, Kelly Augustine, Damon Ruckel, Jack Nelson
Staff Present: Sherry Morgan, Cheryl Bartlett, Joanna Temple, Stephanie Fontenot, Mike Bay

I. Call to Order

The meeting was called to order at 8:38 a.m.

II. Consider approval of minutes from the Oct. 17 Board Meeting

Motion to approve the minutes was made by Damon Ruckel. Ron Johnson seconded. All approved.

III. Financial Update – Cheryl Bartlett provided an update on current financial standings. Ron Johnson moved to approve the financial statement. Jack Nelson seconded. All approved.

IV. Items for Discussion

A.) Fire panel update

Sherry Morgan received two bids from Fire Chief Keith Kiplinger for fire panel improvements. One bid included costs to simply repair the panel, the second included cost estimates to completely replace and upgrade it. Jack Nelson suggested going with the new system. Ron Johnson moved to completely replace the system and move forward with the bid from G&G Lock & Safe. Jack Nelson seconded. All approved.

B.) Bids for technology solutions

Sherry Morgan provided the board with quotes to replace technology – one from Nac Space and another from Beaumont-based Function4. (The third quote requested was not returned by Dudley Hargrove.) Jack Nelson asked Sherry Morgan's preference based on the information received. Sherry Morgan stated that she felt Nac Space was the most useful and affordable option. Jack Nelson motioned to select Nac Space as the new technology and IT assistance provider based on the quote provided. Ron Johnson seconded. All approved.

C.) The future of music in Nacogdoches

Ron Johnson raised for discussion the possibility of having another Nacogdoches music festival. He said he'd been contacted regarding hosting a music event highlighting actor John Schneider. That particular event will be held at the Fredonia Hotel, but Johnson asked for input regarding the future of Nacogdoches music festivals. The board discussed and decided to participate in future workshops to reflect on past festivals, decide what worked well and what did not and plan from there. Sherry Morgan said she would come to the board with date options for the workshop.

D.) Bluegrass concert presentation

Please note – this presentation occurred directly after agenda item II in consideration of presenting guests' time. Angela Wiederhold and Scott Waller presented regarding the Blueberry Bluegrass Concert in the Park. After providing a summary of statistics gathered from a survey distributed at last year's event that reflect the event's history and economic impact, Wiederhold and Waller asked the CVB board for \$2,500 to put toward an audio equipment rental for the 2019 event, citing a need for improved audio capability for the growing crowd. The board discussed – Shirley Luna asked if that type of spending is allowed per CVB funding guidelines. Sherry Morgan stated that while the spending would be appropriate, that type of contribution is not built into the current budget model, nor would it be a sustainable year-to-year expense. She also cited how the CVB no longer puts on or assists directly with events but does work to help promote. Jack Nelson made a motion to table the item until the next regularly scheduled board meeting so the spending could be assessed in terms of current budget capability and guidelines. Ron Johnson seconded the motion. All

approved. The item will be revisited during the Dec. 19 meeting. Shirley Luna also suggested developing parameters for similar future requests.

V. Staff reports

- A.) Stephanie Fontenot delivered the marketing efforts report, which highlighted promotional efforts surrounding the Destination Marketing Principles Seminar to be held Jan. 30-31 at the Fredonia Hotel. Fontenot explained the importance of the seminar and invited board members to attend. She also provided an update on the status of the new CVB video room, as well as how she's overseeing a Twitter social media campaign project for Tammy Bell, CVB intern.
- B.) Joanna Temple delivered the sales efforts report, including the November e-blast to Roland contacts, the status of gaining a Texas Music Friendly certification, an upcoming chain hotel committee meeting, and Uncle Doug's, a new attraction in Douglass.
- C.) Mike Bay delivered the visitor services report, including a summary of building projects completed by Pilgrim's Pride volunteers.
- D.) Sherry Morgan delivered the executive directors report. Board members were invited to the Dec. 4 board meeting to watch and support as the end-of-year report is delivered. Morgan also provided updates regarding current STR Report numbers, pressed penny machine earnings in its first month, increased servicing capabilities (name tags) with a new thermal printer, decorating the upstairs board room for the holiday season, creating and selling Nacogdoches-themed holiday gift packages, and being invited to speak at a parks and recreation meeting Jan. 22 in Conroe.

VI. Designation of time, date and location of next meeting – The next regular board meeting will be held at 8:30 a.m. Wednesday, Dec. 19, 2018, at the Charles Bright Visitors Center.

VII. Adjourn – The meeting adjourned at 10:06 a.m.