

## MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU

**Regular Board Meeting 8:30 a.m., Wednesday, Dec. 19, 2018**

Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: John McLaren, Shirley Luna, Ron Johnson, Kelly Augustine, Damon Ruckel, Jack Nelson, Wanda Mouton

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 Nov. 28 Board Meeting**

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

### **III. Financial Update** – Cheryl Bartlett provided an update on current financial standings.

### **IV. Items for Discussion**

#### **A.) Visitor Center Plant Maintenance**

Sherry Morgan informed the board of a conversation with the city regarding updating the plants and landscaping directly surrounding the Charles Bright Visitors Center in an effort to increase aesthetic appeal. No motions were made as no decisions needed to be made at the time.

#### **B.) Bluegrass Concert Proposal**

The board revisited the request that was made by the Bluegrass Concert in the Park committee for a contribution of \$2,500 to rent sound equipment for the concert in June 2019. While it was determined the request was viable and funds are available, the staff noted that it would be a significant deduction from the servicing budget category. After further discussion, Damon Ruckel made a motion to proceed in granting the \$2,500 give contingent upon seeing the committee's overall business plan and with the condition that it's a one-time give only. Ron Johnson seconded. All approved. Jack Nelson requested that criteria and parameters be developed to help assist in navigating future requests of a similar nature.

### **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 mentioned an opportunity for CVB staff to attend Garden and Home shows in the spring to highlight Nacogdoches as the Garden Capital of Texas and attract prospective overnight visitors.
- B.) Joanna Temple delivered the sales efforts report, including efforts to utilize an economic impact calculator to assess the success of various events, the first new hotel partner meeting held earlier in the month as well as The Yellow Rose, a new venue that's being developed.
- C.) Mike Bay delivered the visitor services report which highlighted groups that utilized the CVB for meeting space within the last month.
- D.) Sherry Morgan delivered the executive directors report, which highlighted new merchandise for sell in the visitors center, an upgraded coffee/refreshment bar in the visitors center lobby, the status of the Matriarchs of Nacogdoches Christmas display in the first-floor meeting room, and the donation of floor cleaning services received from ServePro. She also informed the board of the recent numbers in the STR destination report.

### **VI. Designation of time, date and location of next meeting** – The next regular board meeting will be held at 8:30 a.m. Wednesday, Jan. 23, 2019, at the Charles Bright Visitors Center.

### **VII. Adjourn** – The meeting adjourned at 9:38 a.m.