

**MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU**  
**Regular Board Meeting 8:30 a.m., Wednesday, Jan. 23, 2019**  
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: John McLaren, Shirley Luna, Damon Ruckel, Jack Nelson

Staff Present: Sherry Morgan, Cheryl Bartlett, Stephanie Fontenot,

**I. Call to Order**

The meeting was called to order at 8:34 a.m.

**II. Consider approval of minutes from Dec. 19 Board Meeting**

Motion to approve the minutes was made by Damon Ruckel. Shirley Luna seconded. All approved.

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

**IV. Items for Discussion**

**A.) Meltwater**

Sherry Morgan informed the board of a new reporting tool offered by Meltwater. She summarized the product capabilities, which included social media monitoring. She provided the board with three overall reporting options. Jack Nelson and Shirley Luna both saw benefits to using a similar tool in that it will assist Morgan in continuously becoming more familiar with Nacogdoches and also will help determine the organizations marketing ROI. Damon Ruckel made a motion to proceed with paying for the service. Jack Nelson seconded. All approved.

**B.) Display Rotations**

Sherry Morgan proposed to the board the rotating of historic displays in the Charles Bright Visitors Center, citing how many current displays have been in place since the late 1990s. Rotating displays with different content would help entice new and returning visitors. The board recommended having a rotation calendar and to also make sure the efforts are curated by professionals – most likely involved with Stephen F. Austin State University – who would make sure to take great care with historical artifacts, etc. Morgan said she would return to the board with recommendations for who would make up the display curating/rotation committee, citing the first new display would highlight Charles Bright (Bright Coop.)

**C.) Grant Stipulations**

Sherry Morgan reported that she did not get the grant stipulations discussed during the previous board meeting but did communicate that the CVB's logo would need to be included on any relating documentation. Jack Nelson expressed a need for written stipulations to consider with future similar situations. He also recommended grant spending be built into the budget specifically in future fiscal years.

**V. Grant Stipulations**

A.) Stephanie Fontenot delivered the marketing efforts report.

B.) Sherry Morgan delivered the executive directors report. She also delivered items from Joanna Temple's sales report since she was unable to attend the meeting.

**VI. Designation of time, date and location of next meeting** – The next regular board meeting will be held at 8:30 a.m. Wednesday, Feb. 20, 2019, at the Charles Bright Visitors Center.

**VII. Adjourn** – The meeting adjourned at 9:25 a.m.