

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, March 20, 2019
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: John McLaren, Jack Nelson, Wanda Mouton

Staff Present: Sherry Morgan, Cheryl Bartlett, Stephanie Fontenot, Joanna Temple, Mike Bay

I. Call to Order

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

II. Consider approval of minutes from Jan. 23 Board Meeting

As too few board members were present to make a quorum, a motion was not raised to approve the Jan. 23 meeting minutes. This item was skipped.

III. Financial Update – Cheryl Bartlett provided an update on current financial standings. She stated that while we had to dip into reserve funding in January, that's already been replaced by HOT earnings in February.

IV. Items for Discussion

A.) Lightspeed

Sherry Morgan informed the board of an opportunity to include a free link on the CVB website that would highlight packaged deals for visitors to purchase through a booking agent called Lightspeed. Citing no apparent downfalls to the CVB in using the product, Morgan stated she would proceed with the possibility.

B.) City Development Department

Sherry Morgan introduced Anna Middlebrook to the board, the city's new director of development. Morgan explain that Middlebrook's position is gauged toward helping streamline monetary requests from city departments to the community in a way that simplifies the process while showing great respect to various donors. Morgan also explained that future CVB monetary requests will be funneled through Middlebrook first for this purpose.

C.) Grant Stipulations

Sherry Morgan presented to the board a rough draft of stipulations to be used when considering future grant requests. Jack Nelson requested to table the discussion until the next board meeting when more board members are present to provide adequate feedback. He also stated he would like this type of grant spending to be built into future budgets and would like for Morgan to have the power to make grant spending decisions on her own without the input from the board.

D.) Local HOTax collection for short-term rentals

Sherry Morgan provided a handout and summarized the current situation regarding the city's collection of HOTax from short-term rentals located within the city limits. She mentioned an anonymity clause in contracts held with owners through Airbnb which has somewhat slowed and complicated the process, but cited legislation that's currently being considered that may change the face of the conversation in the near future.

V. Staff Reports

A.) Stephanie Fontenot delivered the marketing efforts report. She asked the board for input regarding community members who might contribute posts to the new Visit Nacogdoches blog. She also asked for input regarding packaging and marketing angles for summer 2019.

B.) Joanna Temple delivered the sales report, citing her attendance at a recent Dallas Home & Garden show, the success of the February Wine, Whiskey and Brew Tour as well as upcoming events.

C.) Mike Bay delivered the visitors services coordinator report, citing a high number of spring break visitors, many garden and azalea visitors, as well as the use of the visitors center to host the Film Festival VIP reception and many regular monthly group meetings.

D.) Sherry Morgan delivered the executive directors report, highlighting new retail merchandise for sale, Charlie Doches and the mid-year report she'll deliver to city council on April 16.

VI. Designation of time, date and location of next meeting – The next regular board meeting will be held at 8:30 a.m. Wednesday, April 17, 2019, at the Charles Bright Visitors Center.

VII. Adjourn – The meeting adjourned at 9:23 a.m.