

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, April 17, 2019
Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

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

I. Call to Order

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

II. Consider approval of minutes from January and March Board Meetings

Minutes from both the January and March 2019 meetings were up for approval (quorum was not met last month in order to approve January minutes.) For January minutes, Jack Nelson made a motion to approve. Shirley Luna seconded. All approved. For March minutes, Jack Nelson made a motion to approve, John McLaren seconded. All approved.

III. Financial Update – Cheryl Bartlett provided an update on current financial standings. She stated that while we had to dip into reserves due to not yet receiving the next H.O.Tax check, funds will replenish once received. Additionally, she did mention there is still one hotel that is not up to date on H.O.Tax payments to the city.

IV. Items for Discussion

A.) Website RFP

Sherry Morgan reminded the board that the CVB's current Simpleview website contract ends in July and costs about \$27 thousand to renew. While the CVB will maintain its current CRM through Simpleview, Morgan is in the process of sending out an RFP for a new website provider. She stated that the current cost is simply not sustainable. Morgan stated she expects to have the bids in-hand by the May board meeting and will present her top three picks at that time for board consideration.

B.) Grant Stipulations

Sherry Morgan shared a document with the board containing proposed stipulations for future grant requests, including guidelines an organization would have to meet before the request was further considered. Jack Nelson stated the board should have the power to make an exception to the stipulations if needed. Kelly Augustine suggested changing one proposed stipulation to allow groups to get survey results back within one month in order to remain timely. The board agreed Morgan should have the power to vet requests first. All agreed a budget needs to be set to properly handle these types of requests.

C.) CVB Landscaping

Sherry Morgan informed the board of landscaping changes that are taking place around the Charles Bright Visitors Center. With the help of donations gathered by Anna Middlebrook through the city's development office, the CVB is only paying \$100 toward improvements, which include floral additions.

V. Staff Reports

- A.) Stephanie Fontenot delivered the marketing efforts report and informed the board of the staff's "Travel Matters" event for National Travel and Tourism Week and invited the board to participate.
- B.) Joanna Temple delivered the sales report, citing specific groups that visited within the last month as well as discounts she's gathering for "Summer Splash and Stay" package opportunities.
- C.) Sherry Morgan delivered Mike Bay's report, citing 1,567 visitors to the center in the previous month. She also stated she plans to generate economic impact figures from azalea season.

D.) Sherry Morgan delivered the executive directors report, stating she will deliver the mid-year report to city council on May 7 which will include the debut showing of the CVB's new 3-minute promotional video. She invited the board to attend.

VI. Designation of time, date and location of next meeting – The next regular board meeting will be held at 8:30 a.m. Wednesday, May 15, 2019, at the Charles Bright Visitors Center.

VII. Adjourn – The meeting adjourned at 9:10 a.m.