

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, June 19, 2019
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Shirley Luna, Ron Johnson, Damon Ruckel, Kelly Augustine, Wanda Mouton

Staff Present: Sherry Morgan, 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 May Board Meeting

A motion was called for approval of the May 2019 board meeting minutes. Ron Johnson made a motion to approve, Damon Ruckel seconded. All approved.

III. Financial Update – Sherry Morgan delivered the financial report in Cheryl Bartlett’s absence, noting that the budget was over 100-percent in a few categories due to incorrect categorization. Cheryl Bartlett has since recategorized as needed. Morgan also provided current total budget percentage standings and noted brick engraving sales are up.

IV. Items for Discussion

A.) Budget and Strategic Planning

V. Morgan informed the board of a need to vote and approve funding for a cost of living increase recently approved by city council – a total of \$2,655 to finish the current fiscal year. Damon Ruckel motioned for approval. Wanda Mouton seconded. All approved.

Additionally, Morgan informed the board of upcoming strategic planning efforts, stating that the staff will meet in July and then the August board meeting will be focused on strategic planning with the board itself. Before moving on to staff reports, Morgan also mentioned a discrepancy that’s been discovered between the revenue being reported in the monthly STR report and how much is being collected, citing efforts to find and address the discrepancy.

VI. Staff Reports

A.) Stephanie Fontenot provided an update on the status of the new Visit Nacogdoches blog, noting that three community leaders have contributed articles and the blog is now accessible on the VisitNac.com website. She also informed the board of her efforts in gathering content to submit on behalf of the staff at the 2019 TACVB Idea Fair that will occur in August in Denton, Texas. Additionally, she asked for the board’s input regarding new or different advertising avenues for the new fiscal year.

B.) Joanna Temple delivered the sales report, noting recent groups that came into town and an update on hotel occupancy during the Texas Blueberry Festival weekend. She also mentioned prospective sporting teams that could be sought after, specifically soccer teams for tournaments. She also provided an update on a brochure redesign for the El Camino Real Caddo Region marketing committee, and the current standings of Texas Music Friendly Certification efforts.

C.) Shirley Luna read from Mike Bay’s visitors center report, citing 823 visitors for May.

D.) Sherry Morgan delivered the executive director’s report, citing figures from the recent Smith Travel Report and an overall recent decrease in travel as part of a current industry recession. She also reported that the CVB will not renew the current contract with Knowland, which was approved last year as a tool to assist in generating sales leads. Morgan informed the board of a July 17 community meeting – another requirement toward earning a Texas Music Friendly certification. She also informed the board that she will go in front of the city council July 2 to receive a formal nod of support for that same purpose. Additionally, she reported she will be the speaker at the July 24 rotary luncheon at the

Fredonia Hotel. Morgan stated she will be focusing on staff in the coming months per the updated city employee handbook – creating a fitting metric to administer CVB staff evaluations. She also stated she will be focusing on how the staff utilizes and requests time off to make sure the CVB is aligned with city HR standards.

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

VIII. Adjourn – The meeting adjourned at 9:26 a.m.