

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, Sept. 19, 2018
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Shirley Luna, Wanda Mouton, Ron Johnson, John McLaren, Kelly Daniel, Jack Nelson
Staff Present: Sherry Morgan, Cheryl Bartlett, Joanna Temple, Stephanie Fontenot

- I. **Call to Order**
The meeting was called to order at 8:30 a.m.
- II. **Consider approval of minutes from the Aug. 8 Board Meeting**
Motion to approve the minutes was made by Ron Johnson. Jack Nelson seconded. All approved.
- III. **Discussion Items**
 - A.) **2019 Marketing Plan**
Sherry Morgan updated the board regarding the 2019 marketing plan, specifically stating that the plan had been presented and approved during the Aug. 21 city council meeting. Morgan informed the board they'll be receiving printed copies of the plan in the near future. She also emphasized the staff's plan to create and utilize more video projects during the upcoming year.
 - B.) **Bid for technology solutions**
Morgan again discussed the issue of updating the CVBs technology and getting all computers on the same page in terms of housing updated software, etc. The board suggested moving forward with receiving official quotes from local providers, providing some specific suggestions. Shirley Luna also mentioned looking into the city's computer replacement plan to see if there's a static model we can follow.
 - C.) **Naming of 1st Floor Board Room**
After a discussion with the city manager, Morgan suggested to the board that the conversation be tabled regarding officially naming the 1st floor board room. The board agreed and supported the idea of dedicating a future seasonal display to the Bright Foundation or Lois Marie Bright in particular, along with other Nacogdoches families who have greatly contributed to the visitor center and its efforts. Shirley Luna also suggested formulating a development plan that details future upgrades and uses of facility spaces.
 - D.) **Purchase of pressed penny machine**
While the purchase of a pressed penny machine was approved in last month's meeting, Morgan updated the board regarding the official cost and designs allowed. She asked for input regarding the last of four designs that will be offered, in addition to an oldest town in Texas design, an SFA design and a garden capital of Texas design.
 - E.) **Pursuit of Texas Music Friendly certification**
Morgan discussed the benefits of working to establish Nacogdoches as a Texas Music Friendly town. The certification is free and could further position Nacogdoches as a live music destination. The board unanimously supported the effort.
- IV. **Staff reports**
 - A.) Stephanie Fontenot delivered the marketing efforts report.
 - B.) Joanna Temple delivered the sales efforts report.
 - C&D.) Sherry Morgan delivered the visitor services and executive director reports.
- V. **Designation of time, date and location of next meeting** – The next regular board meeting will be held at 8:30 a.m. Wednesday, Oct. 17, 2018, at the Charles Bright Visitors Center.
- VI. **Adjourn** – The meeting adjourned at 9:27 a.m.