

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, Nov. 15, 2017
Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

Members Absent: Staff Present: Sherry Morgan, Stephanie Fontenot

I. Call to Order

Chairman McLaren called the meeting to order at 8:30 a.m.

II. Consider approval of minutes from the Oct. 18 Board Meeting

Motion to approve the minutes was made by Ron Johnson. Shirley Luna seconded. All approved.

III. Financial Update

Cheryl Bartlett was not in attendance. A financial update was not provided.

IV. Board Committee Roundtable

Chairman McLaren discussed the involvement of Elizabeth Mullis, a meeting planner hired by CVB Sales Director Joanna Temple. No other committee news was reported.

V. Discussion Items & Presentations

1. Discuss & consider moving \$46,000 from marketing to admin expenses – miscellaneous benefits

Chairman McLaren summarized the need to move the funds in this manner – specified Cheryl Bartlett has already moved the funds.

2. Discuss & consider bids for DNO insurance

The board discussed necessary steps needed to consider DNO insurance. Shirley Luna made a motion authorizing Chairman McLaren to take necessary steps to do so and confirm at next meeting. Ron Johnson seconded.

3. Confirm and introduce new CVB executive director Sherry Morgan

Chairman McLaren introduced new CVB Executive Director Sherry Morgan to the board.

VI. Reports

1. Interim Executive Directors report – A report was not provided due to current staff transitions.

2. Marketing Efforts & Analytics report – Stephanie Fontenot provided an update on marketing efforts

3. Sales Efforts Report – A report was not provided due to Joanna Temple being on vacation.

VII. Designation of time, date and location of next meeting – Chairman McLaren announced next regular board meeting would be held at 8:30 a.m. Wednesday, Dec. 20, 2017, at the Charles Bright Visitors Center.

VIII. Adjourn – Chairman McLaren announced the meeting adjourned at 9:31 a.m.