

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, Jan. 17, 2018
Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

Members Absent: Damon Ruckel

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

I. Call to Order

The meeting was called to order at 8:42 a.m. The meeting began later than expected because a quorum of board members was not yet met until after additional members arrived.

II. Consider approval of minutes from the Dec. 20 Board Meeting

Motion to approve the minutes was made by Kelly Daniel. Shirley Luna seconded. All approved.

III. Financial Update

Cheryl Bartlett provided an update on current finances.

IV. Board Committee Roundtable

No board committee updates were provided.

V. Discussion Items & Presentations

1. Discuss and consider board training and development suggestions

- a. Open meeting training from mayor and city manager
- b. New board member appointment and onboarding timeline

Members of the board discussed committee training suggestions. Specifically, Sherry introduced a suggestion highlighting an “onboarding” process that would allow future new board members to familiarize themselves with board responsibilities and CVB operations before becoming a decision-making member of the board without prior similar education. Kelly Daniel provided supporting information and noted past board members who’d received similar training. Shirley Luna moved for Sherry to move forward with looking into an appropriate bylaw amendment focusing on this subject that would be received well by city council. She also moved to discuss further at the February board meeting with amended bylaws or suggested amendments in-hand. Ron Johnson seconded – all approved. Open meeting trainings from the mayor and city manager also were discussed.

2. Discuss hotel occupancy trends

Chairman McLaren shared the results of the latest Smith Travel Report (STR) with the board and notated an overall increase in numbers. He clarified that statistics from the Hotel Fredonia are not included in the report due to not wanting to skew hotel occupancy tax earnings information.

3. Insurance update

Chairman McLaren and Cheryl Bartlett provided an update on CVB employee’s insurance coverage and where it stands since transitioning to becoming city employees.

VI. Reports

1. Executive Directors Report – Sherry Morgan provided a report on her current status as CVB director.
2. Marketing Efforts Report – Stephanie Fontenot provided an update on marketing efforts.
3. Sales Efforts Report – Joanna Temple provided an update on recent sales efforts.

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, Feb. 21, 2018, at the Charles Bright Visitors Center.

VIII. Adjourn – Chairman McLaren announced the meeting adjourned at 9:32 a.m.