

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU

Regular Board Meeting 8:30 a.m., Wednesday, Feb. 21, 2018

Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

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

I. Call to Order

The meeting was called to order at 8:32 a.m.

II. Consider approval of minutes from the Jan. 17 Board Meeting

Motion to approve the minutes was made by Ron Johnson. Damon Ruckel 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. Welcome new board member Wanda Mouton

Sherry Morgan introduced and welcomed Wanda as the newest member of the CVB board.

2. Texas Hotel and Lodging Association Presentation

Brian Sullivan, associate general counsel for THLA, addressed the board and provided an overview of services provided by his organization. He also summarized hotel occupancy tax usage requirements and specifications and answered questions from the board about HOT tax payments from independent lodging owners such as Airbnb properties.

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 – Sherry Morgan announced next regular board meeting would be held at 8:30 a.m. Wednesday, March 21, 2018, at the Charles Bright Visitors Center.

VIII. Adjourn – Sherry Morgan announced the meeting adjourned at 9:36 a.m.