

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, March 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, Cheryl Bartlett

I. Call to Order

The meeting was called to order at 8:31 a.m.

II. Consider approval of minutes from the Feb. 21 Board Meeting

Motion to approve the minutes was made by Ron Johnson. John McLaren 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. Appointment of Secretary/Treasurer

Damon Ruckel volunteered to assume the position.

2. Discuss proposed changes for additional Simpleview training

Sherry Morgan discussed the need to provide current staff members with training from Simpleview to increase knowledge of how to best utilize the website and sales tools the CVB is currently paying for in-contract. Various training options were discussed in conjunction with the overall price commitment. Board members expressed the need to move forward with payment, especially with more than a year remaining in the contract. Damon Ruckel made a motion to approve the proposed spending associated with securing the trainings. Shirley Luna seconded. All approved.

3. Discuss costs associated with upgrading fire system

Sherry Morgan informed the board of the need to upgrade the fire system located in the Charles Bright Visitor Center. She described the proposed options and cost associated with each. Jack Nelson made a motion to approve spending to upgrade the system. Ron Johnson seconded. All approved.

4. Discuss feasibility of high-end RV park and resort

Ron Johnson discussed the possibility and asked about the current developments surrounding the possibilities of a high-end RV park in Nacogdoches. City Manager Jim Jeffers provided a history of the topic and explained that it's something NEDCO is keeping on its radar for further developments. Discussion was held, no movements were made.

5. Discuss request for proposal for contract ad agency

Stephanie Fontenot provided an update regarding RFPs recently sent to three prospective marketing agencies. Hancock Advertising, Point A Media and Route 2 Advertising have each submitted proposals. Fontenot expressed the need to form a committee to evaluate the proposals and begin preparing the marketing plan to be presented to the city council in May. The board requested Fontenot send the digital versions of the proposals and communicate with the agencies to see when they could present in-person during a special board meeting that will occur before the April board meeting.

6. Marketing plan check in

Sherry Morgan provided an update on the current status of the FY18 marketing plan per Kelly Daniel's request.

7. Short term rental discussion and check in

Sherry Morgan provided an update on the short-term rental discussion that originated with Brian Sullivan during the February board of directors meeting. She explained the discussion is still in progress and will provide updates when available. She also mentioned the involvement of Airbnb properties during the CVB's recent bed and breakfast partner meeting.

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 – Sherry Morgan provided an update on recent sales efforts on behalf of Joanna Temple, who was not in attendance at the meeting due to facilitating the familiarization tour.

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, April 18, 2018, at the Charles Bright Visitors Center.

VIII. Adjourn – Sherry Morgan announced the meeting adjourned at 10:11 a.m.