

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, May 16, 2018
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: John McLaren, Kelly Daniel, Shirley Luna, Jack Nelson, Damon Ruckel, Wanda Mouton
Staff Present: Sherry Morgan, Cheryl Bartlett, Joanna Temple

- I. Call to Order**
The meeting was called to order at 8:30 a.m.
- II. Consider approval of minutes from the April 18 Board Meeting**
Motion to approve the minutes was made by Damon Ruckel. Shirley Luna seconded. All approved.
- III. Financial Update**
Cheryl Bartlett provided an update on current finances.
- IV. Board Committee Roundtable**
Chairman McLaren mentioned bidding for the 2020 North East Texas Commissioners and County Judges Association conference – verified they do want it to be held in Nacogdoches. He stressed the need for community involvement and teamwork to accommodate all needs.
- V. Discussion Items & Presentations**
 - 1. Ad driven collateral**
Sherry Morgan requested insight from the board regarding the possibility of implementing ad driven collateral. Board members suggested keeping the production local, if possible, and maintaining quality and brand image. Chairman McLaren requested to see a sample of said company's work.
 - 2. Ad-on assets to Meltwater**
Sherry Morgan brought up the possibility of adding on additional services to the CVB's pre-existing Meltwater news distribution account, including the possible improvement of ROI knowledge gained. Shirley Luna requested more information about the proposed additional service.
 - 3. Downloadable apps**
Sherry Morgan requested the board's insight regarding downloadable apps created by Visit Widget, etc.
 - 4. Video feature**
Sherry Morgan discussed the possibility of seeking out a video feature for \$2,500 that would play in six major markets – requested the board's input on the possibility.
- VI. Reports**
 1. Executive Directors Report – Sherry Morgan provided a report on her current status as CVB director.
 2. Sales Efforts Report – Joanna Temple provided a sales update.
- VII. Designation of time, date and location of next meeting** – The next regular board meeting will be held at 8:30 a.m. Wednesday, June 20, 2018, at the Charles Bright Visitors Center.
- VIII. Adjourn** – The meeting adjourned at approximately 9:32 a.m.