

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, June 20, 2018
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Shirley Luna, Jack Nelson, Damon Ruckel, Wanda Mouton, Ron Johnson

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

I. Call to Order

The meeting was called to order at 8:30 a.m.

II. Consider approval of minutes from the May 16 Board Meeting

Motion to approve the minutes was made by Damon Ruckel. Ron Johnson seconded. All approved.

III. Financial Update

Cheryl Bartlett provided an update on current finances. The board agreed the following individuals should be added to the bank signature card: Sherry Morgan, Cheryl Bartlett, John McLaren and Damon Ruckel.

IV. Board Committee Roundtable

No roundtable discussion occurred.

V. Discussion Items & Presentations

1. Discuss & Consider Knowland Proposal

Sherry Morgan informed the board of an opportunity to purchase a year's membership with Knowland, a lead generation service that will benefit sales in terms of garnering further meeting planning contacts. Morgan discussed the need to dip into reserves to afford the service. The board stated they preferred to only dip into reserves for the amount necessary. All voted in favor of purchasing a year of the service.

2. Discuss & Consider revitalization of Sports Advisory Panel

Sherry Morgan discussed the need to revitalize our sports committee panel. She also discussed efforts to garner sporting event opportunities that have been recently disbanded in other cities. Discussion will continue.

3. Discuss & Consider charging station at CVB

Sherry Morgan raised to the board the option of adding a charging station for electric vehicles in the CVB's public parking area. The board requested Morgan gather specifics on what the addition would cost – specifically for two charging stations in case there is a price break.

4. Discuss & Consider Leadership Nac for Sherry

The board agreed for the CVB to fund Sherry Morgan's attendance to the Leadership Nac program, specifically citing the need for CVB staff, especially leadership, to be highly involved in community efforts.

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 a brief report on marketing efforts post maternity leave.
3. 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, July 20, 2018, at the Charles Bright Visitors Center.

VIII. Adjourn – The meeting adjourned at approximately 9:39 a.m.