

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU

Regular Board Meeting 8:30 a.m., Wednesday, July 18, 2018

Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

I. Call to Order

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

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

Motion to approve the minutes was made by Shirley Luna. Damon Ruckel seconded. All approved.

III. Financial Update

Cheryl Bartlett provided an update on current finances.

IV. Board Committee Roundtable

Kelly Daniel provided an update on the success of the 2018 Texas Blueberry Festival, stating that an estimated 24,500 attended.

V. Discussion Items & Presentations

1. Discuss proposed change in DBA

Sherry Morgan opened discussion regarding the usage of "Visit Nacogdoches" as a way to refer to the Nacogdoches Convention and Visitors Bureau when appropriate – not as an official name change, just as an additional reference. Discussion ensued and board members agreed that using the term in the upcoming year as a marketing tool will be a good way to introduce the usage and test its effectiveness and how well it's received by local community members.

2. Discuss approval for naming and dedication of first-floor board room

Sherry Morgan discussed the idea of naming and dedicating the first-floor board room in the Charles Bright Visitor Center in memory of Lois Marie Bright. After discussing, board members suggested Morgan approach the members of the Bright Foundation with options and gather their input before moving forward.

3. Budget and marketing plan timeline

Sherry Morgan informed the board that the final marketing and budget plans for the 2019 fiscal year must be presented to city council and approved in August. The board agreed to attend a workshop and special board meeting to finalize these plans on Wednesday, Aug. 8, beginning at 8:30 a.m.

VI. Reports

1. Executive Directors Report – Sherry Morgan provided a report on her current status as CVB director, including updates on the possible charging station, fire panel updates, AT&T fiber work and developments in the short-term rental tax collection process.
2. Marketing Efforts Report – Stephanie Fontenot provided a brief report on marketing efforts including updates on the marketing plan, the creation of a new concierge book and an upcoming photo contest.
3. Sales Efforts Report – Joanna Temple provided a sales update including upcoming groups.

VII. Designation of time, date and location of next meeting – The next regular board meeting will be held at 8:30 a.m. Wednesday, Aug. 8, 2018, at the Charles Bright Visitors Center.

VIII. Adjourn – The meeting adjourned at approximately 9:49 a.m.