

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, Aug. 16, 2017
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: John McLaren, Kelly Daniel, Shirley Luna, Ron Johnson, Damon Ruckel

Members Absent: Kati Kennedy, Jack Nelson

Staff Present: (Away at TACVB conference) _____

I. Call to Order

Chairman McLaren called the meeting to order at 8:30 a.m.

II. Consider approval of minutes from the July 19 and Aug. 4 Board Meetings

Motion to approve the minutes was made – all approved, none opposed.

III. Financial Update

Report delayed/skipped due to Kati's absence.

IV. Discussion Items

1. Hancock Advertising plan update

Chris Hancock with Hancock Advertising provided a report on the current marketing campaign.

2. FY 2018 marketing and communications plan

Chairman McLaren discussed FY18 marketing and communications plan and board members' committee duties.

3. CVB committees and board member roles

Board members discussed committee position openings due to previous board member departures.

4. Consider authorization of CVB board chairman to negotiate and execute an agreement with the City of Nacogdoches for provision of services of a convention and visitor's bureau director and related staff

Chairman McLaren introduced Jimmy Mize with NEDCO to discuss his experience with a similar agreement within his organization. Board voted to consider – all approved, none opposed.

V. The meeting was adjourned.

Chairman McLaren announced the next regular meeting would be held at 8:30 a.m. Wednesday, Sept. 20, 2017, in the Charles Bright Visitor Center, 200 E. Main.

Tony Guidroz
Interim Executive Director