

**MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU**  
**Regular Board Meeting 8:30 a.m., Wednesday, April 19, 2017**  
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, John McLaren, Kelly Daniel, Shirley Luna, Kati Kennedy

Members Absent: Rick Still, Tracie Lasater

Staff Present: Carl Watson, Joanna Temple, Sherri Skeeters

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**I. Call to Order**

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

**II. Consider approval of the minutes from the March 15<sup>th</sup> Regular Board Meeting**

Motion to approve the minutes was made by Kelly Daniel and seconded by Kati Kennedy. Motion carried.

**III. Financial Update**

Kati gave the financial update to the board.

**IV. Committee Reports**

- a. Finance/Research – Chairman Barringer asked Kati to get her committee lined up and to give the names of the members to Carl.
- b. Leisure – No report in Tracie’s absence.
- c. Conventions/Meetings – John said he’s been working with a couple of companies to generate leads and has passed the information on to the sales and marketing team. John will give the names of his committee members to Carl.
- d. Sports – Shirley reported that she did not meet with her committee this month. She said she would get with Joanna to follow up with the disc golf contacts. Shirley further stated that when the City completes the parks study that it will be a huge part of what the CVB will use as a guide. She said that Carl has the names of those serving on her committee.
- e. Annual Events/Festivals – No report in Rick’s absence.
- f. Board Training/Development – Kelly reported that the committee met the on April 13. The meeting bring new action items. Along with the information that is given to new board members once they are appointed, a suggestion was made to add an organizational chart ready and a check list that the new board member will know what he/she needs to do for their training. Kelly stated that Judy McDonald felt like revisions needed to be made to the CVB bylaws. She further stated that they are planning to have a strategic planning meeting in February for staff, board members and stakeholders. Lastly, the committee wanted to bring back the practice of placing a brick in Plaza Principal for retiring board members and an item to display in their office or workplace so they could see what they were a part of, ask questions, and be more involved with the actions of the CVB. Chairman Barringer said that he would like to have a budget workshop in the next couple of weeks.

**V. Executive Directors Report**

Carl welcomed Larissa Philpot, the new NEDCO director and thanked Anita Scott, Nacogdoches County Expo & Civic Center for attending the meeting. Carl reminded the board that David Teel, President of the Texas Travel Industry Association, will be the guest speaker at the Fourth Friday Chamber Luncheon on April 28. Carl gave the board a report on the CVB’s second quarter, January through March. He stated that the Visitor Center had a total of 3,956 walk-ins, a 7% increase over the same quarter last year. Top five cities coming to the Visitor Center were Dallas, Houston, Tyler, San Antonio and Austin; top five states were Texas, Louisiana, Oklahoma, California and Pennsylvania; top five ways they heard about us was friends/family, website, SFA, social media and Texas Highways. Carl said we had 21,389 unique visitors to the website Q2, a 327%

increase over the same quarter last year. The CVB launched its redesigned website and the Extranet for local business partners. Staff implemented the visitor satisfaction surveys receiving positive feedback. The CVB received 1,504 inquiries requesting information about Nacogdoches in response to our advertising efforts with an economic impact of \$43,776. Print and digital stories received a total earned media value of \$28,500. The CVB hosted 11 group tours, 396 people for an economic impact of \$47,322; and hosted 20 meetings, 1,586 room nights for an economic impact of \$2,119,783.

**VI. Attachments**

**VII. Designation of time, date and location of next meeting**

Chairman Barringer announced the next board meeting would be held on Wednesday, May 17, 2017, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

**VIII. Adjourn**

The meeting was adjourned at 8:53 a.m.

Kati Kennedy  
Secretary/Treasurer