

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, February 22, 2017
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, Rick Still, Kelly Daniel, Shirley Luna

Members Absent:, Kati Kennedy, John McLaren, Tracie Lasater

Staff Present: Carl Watson, Mike Bay, Sherri Skeeters

I. Call to Order

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

II. Consider approval of the minutes from the January 18th Regular Board Meeting

Motion to approve the minutes was made by Rick Still and seconded by Shirley Luna. Motion carried.

III. Financial Update

Carl gave a financial update in Kati's absence.

IV. Committee Reports

a. Finance/Research – No report in Kati's absence.

b. Leisure – No report in Tracie's absence.

c. Conventions/Meetings – No report in John's absence.

d. Sports – Shirley reported that she had her first meeting with the Sports Advisory Committee. Shirley said that the city is presenting the Master Parks Plan in May and there may be information from the report that the committee will want to take into consideration. The committee identified areas of opportunity including baseball/softball, soccer tournaments, disc golf, and SFA bowling.

e. Annual Events/Festivals – Rick reported the committee was unable to meet and he hopes to meet this next month and get the forms completed.

f. Board Training/Development – Kelly reported the committee is still focused on a smooth, easy, and effective transition for new board members coming into service and board members going off of the board.

V. Executive Directors Report

Carl reported that from January through June, we have 11 confirmed bookings, 2,179 rooms for an economic impact of \$1,003,088. Carl reported that we have 7,890 Facebook followers compared to 1,600 range when he arrived a year and a half ago. The website in January had 4,370 unique visitors verses 1,234 in January 2016 and over 75% of the visitors to the site are new. Carl said as of yesterday, we have had over 5,000 unique visitors to the site with a week to go, which is a good indication that we are moving in the right direction. The top five countries to the website were United States, Canada, United Kingdom, India, and Sweden; top five states were Texas, Arizona, Louisiana, California, and Florida. We had 875 walk-ins in January verses 777 last year which was a 12.6% increase. The top five walk-in states were Texas, Louisiana, Florida, Minnesota, and Mississippi; top five cities are Nacogdoches, Tyler, Beaumont, Longview and Houston; top countries are Canada, Finland, Germany, and England. Top five areas of interest were arts/culture, dining, history, antiques and outdoor activities. Carl informed the board that we've completed all of the marketing plan priorities through January. He further stated that we had a full-page ad in the 2017 North East Texas Visitor and Events Guide and a third page ad in the 2017 Texas State Travel Guide. We also had a full-page ad in the January Texas Monthly promoting Nacogdoches as a meeting destination and a banner ad on TSAE's website for the month of January as well. Carl attended TACVB's Mid-Winter Conference last month and Joanna attended Southwest Showcase (meeting planners tradeshow) in Austin. The Azalea Trail brochures have been distributed to the welcome centers and are being mailed out in our

visitor packets to those requesting information. Pulpwood Queens authors have been scheduled to speak at SFA for class presentations as a result of the conference being held at SFA and they are looking forward to coming back again next year. The CVB helped to facilitate a partnership with Wine Swirl and Comfort Suites as the host hotel by using Brown Paper Tickets; the event sold out. The CVB is working with the Expo Center and their host hotel Best Western Northpark to help promote special offers to participants of their upcoming Texas High School Rodeo series. The hotel has a special booking link for the high school groups that will allow us to measure the impact of leisure business, which we have not had in the past. The Film Festival is coming up this weekend and the Visitor Center is hosting the VIP reception on Friday and the Saturday night after-party is co-hosted by the CVB and will take place at Holiday Inn Express.

VI. Attachments

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

Chairman Barringer announced the next board meeting would be held on Wednesday, March 15, 2017, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

VIII. Adjourn

The meeting was adjourned at 8:55 a.m.

Carl Watson
Executive Director