

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, January 18, 2017
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, John McLaren, Tracie Lasater, Rick Still, Kelly Daniel, Kati Kennedy, Shirley Luna
Staff Present: Carl Watson, Mike Bay, Joanna Temple, 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 December 21st Regular Board Meeting

Motion to approve the minutes was made by Rick Still and seconded by John McLaren. Motion carried.

III. Financial Update

Kati gave a financial update and informed the board that the outstanding balance due to the CVB from the Music Festival will be paid when the sponsorship funds begin coming in for the 2017 event, which should be before the next board meeting.

IV. Committee Reports

- a. Finance/Research – Kati reported that the Music Festival has been moved to May so that it doesn't conflict with other events and the weather will be better.
- b. Leisure – Tracie reported that she has her members and is waiting on one more. The committee will actively seek out what Nacogdoches has to offer. Committee members include Scarlett Sloane, Ryan Russell, Matt Thibodeaux and possibly Angela Weiderhold. Itinerary ideas include a weekend with the grandkids, romantic retreats, mancations. Committee members are working to identify things that happen on a regular basis and will be getting quality photos to use for promotion.
- c. Conventions/Meetings – John reported he still has a few more people to talk to but so far he has Bill Teague, Craig Turnage, Ron Collins and Wayne Mitchell to serve on the committee. He said he hopes to have the first meeting at the end of the month.
- d. Sports – Shirley reported that Jason Reese has agreed to serve on the committee in a leadership position. She said there was information developed a couple of years ago that the committee will work from; including city leagues, SFA and Brian Bray with the City. The committee will develop a mission statement and will be meeting in the next couple of weeks.
- e. Annual Events/Festivals – Rick reported that the committee reviews applications from organizations that are promoting events/festivals for funding. The budget is between \$10,000-\$15,000. Committee members include Maury Littleton and Mike Keller; both have prior experience with serving on the committee. The forms used last year need to be revised and Rick said he will work with Carl on the revisions and then Rick will present them to the committee.
- f. Board Training/Development – Kelly reported that the committee met and reviewed the bylaws and discussed other things that have been done in the past. The committee identified three areas of focus: orientation and education; service; and reflection and planning.

V. Executive Directors Report

Carl reported that the Pulpwood Queens was a huge success and we got a lot of good press. Carl asked Joanna to give a quick update and she stated that the event went really well and this year they partnered with SFA and the Creative Writing Department. She said the event wasn't as large this year but they did have 204 registered attendees. Joanna said that Kathy Murphy received feedback that it was the best Pulpwood Queens event ever and that they will have a wrap up meeting soon. They will be looking to hold the event at the Fredonia Hotel next year. Carl reported that during the audit process, it was discovered that the CVB has

overpaid some of the FUTA 940 monies and will be receiving a refund between \$3,000-\$4,000. Carl informed the board that the official roll-out of the CVB website will be Feb. 2 and the Simpleview team will be present. The city council, board and community will be invited to attend. Carl gave a report on website traffic and said that there has been an increase of 277% compared to the same period the prior year in the short time the redesigned site has been up. He stated there was an 11% increase in walk-in traffic over last December and the top five states was Texas, Louisiana, California, Colorado and Oregon. Top five cities from Texas were Houston, Nacogdoches, Lufkin, Spring and Austin. All of our marketing priorities for December have been completed on the timeline and we are on track with our marketing program. Carl reported that Joanna is getting ready to go to Southwest Showcase in Austin to meet with meeting planners.

VI. Attachments

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

Chairman Barringer announced the next board meeting will be moved to Wednesday, February 22, 2017, due to Nacogdoches/SFA Day in Austin, at the Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

VIII. Adjourn

The meeting was adjourned at 9:06 a.m.

Kati Kennedy
Secretary/Treasurer