

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, March 15, 2017
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, Rick Still, Kelly Daniel, Shirley Luna, Kati Kennedy, Tracie Lasater

Members Absent: John McLaren

Staff Present: Carl Watson, 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 February 22nd Regular Board Meeting

Motion to approve the minutes was made by Rick Still and seconded by Kati Kennedy. Motion carried.

III. Financial Update

Kati gave the financial update to the board. Chairman Barringer asked about the timeline of the Music Festival. Kati said that the Music Festival will have quarterly music festivals and a large annual festival. She reported that they are getting the account set up to accept funds and the first thing they will do is pay the CVB.

IV. 2013-2014 CVB Audit Review Update by CPA

Diana Haney directed the board to the third paragraph on page two of the audit report, "Basis for Disclaimer of Opinion", and read a few sentences to explain why she has expressed no opinion on the financial statements. She further explained that there wasn't enough sufficient evidence, supporting documentation, to base an opinion. She said great strides have been made to upgrade these financial statements: 1) the board has been revamped and is more in line with what the CVB is supposed to be; 2) the chart of accounts has been completely redone to adhere to a non-profit organization; 3) internal control/ checks and balances are now in place.

V. Recommendation of CPA to Change from Cash Basis to Accrual Basis Accounting System for the CVB

Diana Haney explained that when the organization was originally set up, it was set up as a cash basis of accounting with the IRS; which means that you only recognize income when you receive it and you recognize expenses when you pay it. When you look at an accrual basis of accounting, you have a better understanding of what your whole financial situation is, she said. She further stated that it will give us a better idea of where the CVB stands at any point in time. To be able to do that, the CVB will have to go back to the IRS and make an election for them to approve the accrual basis of accounting. Motion to approve the change from cash basis to accrual basis of accounting was made by Kati Kennedy and seconded by Shirley Luna. Motion carried.

VI. Committee Reports

- a. Finance/Research – Kati said that Diana is going to get started on the 2015-2016 audit. Chairman Barringer said that the 2015-2016 audit will be done by Diana Haney to catch us up and then for the 2017 fiscal year audit, the CVB will go back to using the same auditor the City uses, at which point the CVB will be back on task.
- b. Leisure – Traci reported that she has opened a new business and hasn't been able to meet with her committee.
- c. Conventions/Meetings – No report in John's absence.
- d. Sports – Shirley reported that she has met with the SFA bowling coach and Mary Frances Bradford, NEDCO, to discuss possible funding and any opportunities that may be in place for any bowling tournaments or adult leagues that routinely meet or possibly youth camps to bring in. She said that option is fairly limited because of our current facility. She said we hope to take advantage of the opportunities that do exist with the SFA teams.

- e. Annual Events/Festivals – Rick reported that he met with Carl a couple of weeks ago concerning the forms used for groups soliciting money from the CVB to promote their various events and projects; the forms have been simplified and Rick said he will bring them to the board next month.
- f. Board Training/Development – Kelly reported the committee is ready to have their second meeting and will meet on April 13. She said that Mike Bay will be sending out the Visitor Center schedule to board members to sign up; this was one of the suggestions made by the committee to require board members to serve three hours a quarter at the Visitor Center.

VII. Executive Directors Report

Carl reported that from February through June, the CVB has 13 definite bookings, 2,141 room nights with an economic impact of nearly \$940,000. The CVB's Facebook page had 8,026 followers as of yesterday. The CVB had 8,074 unique visitors to the website in February compared to 1,447 last year; a 458% increase. Also, 79% were new visitors to the site. In February, the CVB had 700 inquiries for the month. Carl said we had a small downturn of 9% in walk-in visitors in February with 959 compared to 1,053 last year. Carl reported that we've completed all of our monthly priorities for February. Carl informed the board that we have a full-page ad in the February issue of Texas Highways Magazine. The quarterly report was presented to the City Council last week and they would like more detail; a meeting will be set up to determine the information needed so that we can all be on the same page. Carl said that we've started our online surveys to walk-in guests that have registered; see page 29 in the report. Carl thanked Joanna for her hard work on the Major League Fishing tournament. The MLF tournament will be broadcast on CBS starting June 24 and will have a great impact for Nacogdoches. Naca Valley Vineyard is scheduled to open April 1 and Front Porch Distillery on May 11. Tours and packages are being created with merchandise for both, which are being promoted on social media as giveaways to promote their upcoming openings. Carl informed the board the CVB hosted the Nacogdoches Film Festival VIP reception at the Visitor Center and Party in the Pit at host hotel Holiday Inn Express. The CVB is collaborating with the Expo Center to offer group room rates and special food discounts at participating restaurants. A landing page has been set up on the website for the Texas High School Rodeo Association; a ten-weekend event. This will be a model to be used for other incoming groups to the Expo. A landing page was created for the Old Stone Fort Bike Ride offering hotel room discounts to ride participants. Joanna is working with the Texas Blueberry Festival committee to expand to a full weekend beginning on Thursday night and running through Sunday. Car said new t-shirt designs are being developed for the Visitor Center. He further stated Sherri is working on the Texas Blueberry Festival weekend landing page and the Extranet site. The Extranet launch is scheduled March 30. Carl reviewed the upcoming deadlines included in the board packet. Carl said the board will receive a quarterly report at the April 19 meeting; the 2017-2018 budget and marketing plan will be provided to the board for approval at the May 17 meeting and to the City Council for approval on June 6. Board officer nominations will be coming up this summer. Mrs. Haney will present the CVB 2015-2016 audit review on June 21. The next quarterly report to the City Council will be on July 18. The city manager will present the CVB's contract to the City Council for approval on September 19. Chairman Barringer mentioned that he wants to have a workshop before the next board meeting to discuss the 2017-2018 budget/marketing plan.

VIII. Attachments

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

Chairman Barringer announced the next board meeting would be held on Wednesday, April 19, 2017, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

X. Adjourn

The meeting was adjourned at 9:04 a.m.

Kati Kennedy
Secretary/Treasurer