

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30a.m., Wednesday, November 16, 2016
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: John McLaren, Tracie Lasater, Shirley Luna, Rick Still, Kelly Daniel

Members Absent: Mark Barringer, Kati Kennedy

Staff Present: Carl Watson, Sherri Skeeters

I. Call to Order

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

II. Consider approval of the minutes from the October 19th 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. Discuss Committee Chair Appointments by Board Chair

Vice-Chairman McLaren informed the board of the committee chair appointments, in Chairman Barringer's absence, as follows: Finance/Research – Kati Kennedy; Leisure – Tracie Lasater; Conventions/Meetings – John McLaren; Sports – Shirley Luna; Annual Events/Festivals – Rick Still; Board Training/Development – Kelly Daniel

V. Committee Reports

- a. Vice-Chairman McLaren reported that there is a Blueberry/Bluegrass meeting scheduled on Dec. 7 at the Chamber. Staff has been in discussion with the hotels regarding packages for the Nine Flags Festival. An Azalea Trail meeting is planned for Nov. 29 at the Pineywoods Native Plant Center. Rick Still announced that on Sunday, Nov. 20 from 2-4 p.m. the Nacogdoches Art League will have an open house in the Ab Abernethy room to showcase the donated paintings that are on display. Several of the artists and their family members will be in attendance.

VI. Executive Directors Report

Carl reported that we've hit the fiscal year running and there are several things we're very excited about. Holiday in the Pines is this weekend; Nacogdoches is hosting 45 women from the Houston Junior Forum and the CVB has lots of activities planned for them. Staff is continuing to work on website development with SimpleView. Joanna is currently attending Connect Texas in Galveston, put on by TSAE. Joanna has 23 appointments scheduled and will be meeting one-on-one with meeting planners based on what Nacogdoches can accommodate. The Fredonia Hotel is a co-sponsor and worked with staff to provide giveaways for the meeting planners. Carl called the board's attention to the new meeting planner guide provided to them and informed the board that the guide is available online. The bed & breakfast brochure has been updated and a copy provided to board members. The CVB worked with the B&Bs and we paid for the production and one box of brochures. Once those are gone, the B&Bs can pull their resources to purchase additional brochures as per our agreement with them. Vintage Market Days was a huge success with over 6,000 attendees; goal is to attract 10,000 next year. Sherri and Joanna attended the TTIA Travel Summit as part of their continuing education. Sherri attended the Texas State Fair and worked two days in the Texas Forest Trail/Texas Heritage Trails booth and gave away information about Nacogdoches. Staff prepared 220 welcome bags for the Texas Archeological Society meeting, hosted by SFA. The outdoor brochure rack has been installed outside the Visitor Center. The "All Things Nacogdoches" photo contest opening reception will be held on Thursday, Nov. 17 from 6-8 p.m. at the Cole Art Center; photos will be on display through Jan. 14. This was a project coordinated by Karrie, CVB intern, to build upon our photo

library. Website stats for the month of October was 1,316 visits. We had 885 walk-ins to the Visitor Center, a 3% increase over last year. The Fredonia Hotel was listed in the Texas Highways article "17 Trips for 2017" that was in the December issue. We had full page ads in the November issues of Texas Highways and Texas Monthly magazines to promote fall foliage, a full page ad in the Nov/Dec issue of County Line Magazine to promote the Nine Flags Festival. We also had a half page ad in the Texas Meeting Planner Guide, distributed to meeting planners prior to the Connect Texas show, in addition to the digital ad in the TSAE online directory. Carl reported that we did receive information on September hotel occupancy tax and will report more on that next month. Kelly mentioned this was the first year we've been invited to participate in Showcase Saturday. Carl said that it was the largest attended (1,087) and there were a lot of positive comments about the town and thanked SFA for how well it was organized. The next Showcase Saturday is scheduled for February 18 and March 25.

VII. Attachments

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

Vice-Chairman McLaren announced the next board meeting would be held on Wednesday, December 21, 2016, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

IX. Adjourn

The meeting was adjourned at 8:58 a.m.

Carl Watson
Executive Director