

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU

Regular Board Meeting 8:30 a.m., Wednesday, Aug. 8, 2018

Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Shirley Luna, Damon Ruckel, Wanda Mouton, Ron Johnson, John McLaren, Kelly Daniel

Staff Present: Sherry Morgan, Cheryl Bartlett, Joanna Temple, Stephanie Fontenot

I. Call to Order

The meeting was called to order at 8:30 a.m.

II. Consider approval of minutes from the July 18 Board Meeting

Motion to approve the minutes was made by Ron Johnson. Damon Ruckel seconded. All approved.

III. FY2017 Audit Results Presentation

Gary Johnson presented findings of the fiscal year 2017 financial audit. His report reflected that the CVB has improved its bookkeeping and that finances are balanced. He suggested that while Cheryl is doing a great job of tracking the organization's business, the CVB should have someone in place to check her books against the bank statements simply to further boost accountability. He ended his presentation emphasizing that things have improved immensely and the organization is on the right track.

IV. Board and staff announcements

Sherry Morgan announced to the board that she will be recognized by David Teel, President of TTIA, during the Sept. 4 city council meeting. She invited board members to attend if desired.

V. FY2019 Budget Workshop

1. Current Financial Standing

Cheryl Bartlett provided the board with a report regarding the CVB's current budget standing.

2. Proposed FY2019 Budget

Cheryl Bartlett presented the proposed fiscal year 2019 budget to the board. She explained the proposed spending and changes line by line, with input from Sherry Morgan where needed.

3. Discussion, Adjustments and Approval

After detailed discussion and planning, Chairman McLaren asked the board to vote on a proposed FY19 budget of \$605,810 to be presented to city council. Damon Ruckel moved and Shirley Luna seconded. All approved.

VI. 2018-2019 Marketing Plan

1. Presentation

Sherry Morgan presented a detailed breakdown of the proposed 2018-2019 marketing plan. The board suggested providing metrics where possible in order to provide city council with visible results and measurability.

2. Discussion, Adjustments and Approval

John McLaren asked for a motion to approve the proposed marketing plan. Wanda Mouton moved to approve, Shirley Luna seconded. All approved.

VII. Designation of time, date and location of next meeting – The next regular board meeting will be held at 8:30 a.m. Wednesday, Sept. 19, 2018, at the Charles Bright Visitors Center.

VIII. Adjourn – The meeting adjourned at 12:09 p.m.