

**MINUTES OF THE NACOGDOCHES CONVENTION & VISITORS BUREAU**  
**SPECIAL BOARD MEETING 8:30 A.M., THURSDAY, SEPTEMBER 15, 2016**  
Nacogdoches Convention & Visitors Bureau, Nacogdoches, TX 75961

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

Staff Present: Carl Watson, Joanna Temple, Sherri Skeeters.

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**I. Call to Order**

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

**II. Consider approval of the CVB-City Contract**

Carl Watson informed the board that there have been a few additions made to the contract that were put in by the city attorney but that not much has changed with the substance of the contract since last year. Motion to approve the contract was made by Kati and seconded by John. Motion carried.

**III. Consider approval of the CVB 2016-2017 Marketing Plan**

Carl informed the board that the CVB already had a lot of the research, completed by Steve Powell, that was used in the marketing plan, in addition to the research available through the Office of the Governor, Economic Development and Tourism. The staff identified the goals, objections and return on investment (ROI) that is in the comprehensive plan. Staff did its own S.W.O.T. analysis that is also included. Carl said that the marketing plan is a fluid document that the staff will use as a guideline and will be adjusted, if needed, as circumstances happen throughout the coming year. Motion to approve the FY2017 marketing plan was made by Rick and seconded by Kati. Motion carried.

**IV. Adjourn**

The meeting adjourned at 8:45 a.m.

Kati Kennedy  
Secretary/Treasurer