

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30a.m., Wednesday, August 17th, 2016
Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

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

I. Call to Order

Vice-Chairman McLaren called the meeting to order at 8:30 a.m. and welcomed Wayne Mitchell, the new Chamber President/CEO.

II. Consider approval of the minutes from the July 20th Regular Board Meeting

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

III. Financial Update

IV. Appoint 2016-2017 Officers Nominating Committee

John McLaren nominated Kati Kennedy, Rick Still and Kelly Daniel; all agreed to serve on the Nominating Committee.

V. Discussion of Committee Reorganization

The item was tabled in the absence of Chairman Mark Barringer.

VI. Televising of Board Meetings Recommendation

Carl informed the board that staff has a camera that can be used to record the meetings and has made contact with the City's IT department to verify that the recording can be provided to the City. The CVB will purchase a new camera, capable of recording video, in the new budget year. Rick Still made a motion to record the meetings and submit to the City and it was seconded by Tracie Lasater. Motion carried.

VII. Committee Reports

- a. Advertising/Marketing
- b. City/County Partnerships – Rick informed the board that the pictures in the Ab Abernethy room, located in the basement, have been reframed and rehung and looks more professional. Rick said Gary Parker hung the pictures, Holly Musick did the framing and Sherry Ward provided the art that is on display.
- c. SFA Liaison – Shirley informed the board that she has been working with Joanna to provide CVB information, upcoming events and information about hosting a meeting in Nacogdoches, in the SFA newsletter that is distributed to faculty, staff and some students.
- d. Volunteer/Events
- e. Chamber/Business Partnerships – Kati said the United Way kickoff event, held last night at Banita Creek Hall, was a good event.
- f. Community Partnerships

VIII. Executive Directors Report

Carl began his report by welcoming Wayne Mitchell and said he looks forward to working with him and is excited to have him on board. He said that he presented the 2nd and 3rd quarter CVB report, along with the proposed budget, to the City Council and has made a few recommended changes that will be presented for approval in September. Carl congratulated Dr. Chay Runnels for being elected to the Texas Travel Industry Association board of directors. He gave an update on the sales and marketing departments to include group business sales efforts, new website figures, social media and digital marketing efforts, as well as July visitor center walk-in figures and information requests. He also reported on the Bed & Breakfast Summer Crawl campaign that generated an earned media value of more than \$8,500 and thanked the Daily Sentinel for running the articles submitted to them by the CVB. Carl asked the sales & marketing staff to give their

reports. Sherri gave an update from the marketing department regarding the new website, visitor brochure, upcoming e-newsletter and new creative for the digital campaign. Joanna gave an update from the sales department on GenJacks (first generation SFA students), Paint the Town Purple and coordinating with the Expo on hotel room needs for incoming groups.

IX. Attachments

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

John announced the next board meeting would be held on Wednesday, September 21st, 2016, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

XI. Adjourn

The meeting was adjourned at 9:05 a.m.

Kati Kennedy
Secretary/Treasurer