

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, Sept. 20, 2017
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: John McLaren, Kelly Daniel, Ron Johnson, Damon Ruckel, Jack Nelson

Members Absent: Kati Kennedy, Shirley Luna

Staff Present: Tony Guidroz, Joanna Temple, Stephanie Fontenot, Mike Bay

I. Call to Order

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

II. Consider approval of minutes from the Aug. 16 Board Meeting

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

III. Financial Update

Report delayed/skipped due to Kati's absence.

IV. Board Committee Development Discussion

Chairman McLaren discussed need for board members to meet with Joanna Temple and Stephanie Fontenot to further establish and strengthen committees. Kelly Daniel agreed to help with conventions. Damon Ruckel agreed to help with leisure and sports marketing. Ron agreed to helping with annual events and festivals.

V. Discussion Items

1. Discuss CVB Employee Benefits Cost Comparison

Board members discussed how CVB employees' benefits will be shifted under the city. Many parallels were discussed, along with the need to find \$35,000 in the budget to compensate for change in benefits provider. Jack Nelson discussed a desire to take a hard look at the budget if another \$35K needs to be found. Chairman McLaren discussed a possible need to decrease the marketing budget to account for necessary funds.

VI. Reports

1. Interim Executive Directors report – Tony Guidroz provided an update on current tasks
2. Marketing Efforts & Analytics report – Stephanie Fontenot provided an update on marketing efforts
3. Sales Effort Report – Joanna Temple provided a report reflecting recent sales efforts.
4. August Visitor Center Report – Mike Bay provided an update on visitor center specifics within last month.

VII. Executive Session – Executive session was not entered into – board members did not discuss a need.

VIII. Designation of time, date and location of next meeting – Chairman McLaren announced next regular board meeting would be held at 8:30 a.m. Wednesday, Oct. 18, at the Charles Bright Visitors Center.

IX. Adjourn – Chairman McLaren announced the meeting adjourned at 9:22 a.m.

Tony Guidroz
Interim Executive Director