

**MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU**  
**Regular Board Meeting 8:30a.m., Wednesday, October 19, 2016**  
Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

Members Absent: Kati Kennedy

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 minutes from the September 15<sup>th</sup> Special Board Meeting**

Motion to approve the minutes was made by Rick Still and seconded by John McLaren. Motion carried.

**III. Consider approval of the minutes from the September 21<sup>st</sup> Regular Board Meeting**

Motion to approve the minutes was made by Rick Still and seconded by John McLaren. Motion carried.

**IV. Consider approval of the minutes from the September 30<sup>th</sup> Special Board Meeting**

Motion to approve the minutes was made by Rick Still and seconded by John McLaren. Motion carried.

**V. Financial Update**

**VI. Discuss Approval of Proposed Committee Changes**

John McLaren informed the board that by going over the mission statement and through the marketing plan, the ad-hoc committee felt that it was necessary to refocus the talents of the board members in promoting the mission statement and bringing it to life. He went on to state that in going through the marketing plan, the best way to support the staff was to break out the portions of the plan and assign members of the board to that section to use their talents to achieve the goals set forth in that section so at the end of the day, we're all working toward the same mission statement. The following committees proposed are: Finance/Research, Leisure, Conventions/Meetings, Sports, Annual Events/Festivals, Board Training/Development. Motion to approve the proposed committee changes was made by Rick Still and seconded by Shirley Luna. Motion carried.

**VII. Discuss Approval of Revised Marketing Plan**

Carl Watson informed the board that the City Council asked us to look at the marketing plan again since it was too big and wasn't what they were looking for. Carl said that we took on the task and the staff and marketing committee looked at the marketing plan and readdressed it to make it more concise. Carl went on to say that we are very comfortable with it and thanked the board members for their input. He said that he ran it by Wayne Mitchell, new President of the Chamber, since he was heavily involved with the tourism board and with the state's marketing plans. Carl said he believes the plan is workable. The plan covers goals, objectives and strategies that we want to use and the results we're hoping to achieve from those efforts. The plan also includes a timeline identifying the months we want to implement the strategies. Staff will keep the board informed on a monthly basis on the progress. Motion to approve the revised marketing plan was made by Shirley Luna and seconded by John McLaren. Motion carried.

**VIII. Committee Reports**

a. Advertising/Marketing

b. City/County Partnerships

c. SFA Liaison – Shirley informed the board that Homecoming is Nov. 5. She also mentioned that Jeb Bush will be in town on Nov. 3; tickets are available at the Visitor Center. Nov. 7 is the ground breaking for the new Stem building. Shirley said that she is working with Main Street regarding announcements of SFA events such as Southwest Showcase, etc.

- d. Volunteer/Events
- e. Chamber/Business Partnerships
- f. Community Partnerships

**IX. Executive Directors Report**

Carl reported that the Chamber is having a ribbon cutting on Friday, now that the building they are in has been purchased. He said that a newsletter out of New York has picked up the story on the partnership between SFA and Pulpwood Queens; they have 5,000 social media followers. Staff has been working on the sitemap for the website and it has been looked at by the marketing committee and they are comfortable with it so we are moving forward. Staff is training on the CMS of the website. Over the weekend, we had 300 attendees for the E.J. Campbell reunion; the CVB provided welcome bags. Nacogdoches hosted the El Camino Real de los Tejas meeting on Friday. The Mayor, County Judge and Carl welcomed the group to Nacogdoches. Carl said that TxDOT has approved the ECR signs and they should be going up soon. Carl showed the new visitor guide that has been updated and will be sent out to visitors requesting information about the town. Also, the Nine Flags Festival rack card has been printed to distribute as well. Carl went over the website analytics and reported that New York was the top state to visit our website over Texas. Visitor Center walk-ins for September was 1,257; still averaging over 1,000/month. We had 6,961 unique visitors to the website. We also had a full page ad in Texas Highways magazine promoting fall foliage, which once the magazine came out, we immediately began receiving phone calls. Chairman Barringer asked about the Red River Revel festival in Shreveport. Staff reported that we provided 1,000 brochures and all were given away over the 8-day event. The show is a partnership with the North East Texas Tourism Council and staff worked the NETTC booth opening weekend, which was well attended. Staff had the opportunity to visit with people from the East Texas and Shreveport areas who are looking for places to visit.

**X. Attachments**

**XI. Designation of time, date and location of next meeting**

Chairman Barringer announced the next board meeting would be held on Wednesday, November 16, 2016, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

**XII. Adjourn**

The meeting was adjourned at 9:03 a.m.

Carl Watson  
Executive Director