

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30a.m., Wednesday, September 21st, 2016
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Mark Barringer, John McLaren, Tracie Lasater, Shirley Luna, Rick Still, Kati Kennedy, Kelly Daniel.
Staff Present: Carl Watson, Joanna Temple, Sherri Skeeters.

I. Call to Order

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

II. Consider approval of the minutes from the August 17th Regular Board Meeting

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

III. Financial Update

IV. Nominate 2016-2017 Board Officers

Chairman Barringer informed the board that he had a question about this particular agenda item and consulted with the City Manager and City Attorney and was told that because of the language that's used on the agenda, the board can nominate officers but can not vote on the officers today because there's no language on the agenda that the board can take action on this item. Councilmember Shelley Brophy addressed the board and said that she realizes the bylaws call for an annual election of officers however, she urged that since the CVB is at a critical junction right now that the board consider keeping the slate of officers the same as it is now until the rebranding is totally, successfully launched and the CVB works through the revised marking plan to see through at least the first quarter. Councilmember Brophy said that changing right now, midstream, would not be prudent to the success of the CVB. Motion to table the item was made by Rick Still and seconded by Kati Kennedy. Motion carried.

V. Discussion of Committee Reorganization

Chairman Barringer said that the sub-committees were created in the spring of 2015, during the transition when board members needed to be more hands-on. He said that some of the sub-committees may or may not be useful to us. He said that the board needs to revisit to see if the committees are still the structures the board wants to use and if this is still the approach the board wants to take. Chairman Barringer said that he would like to appoint a committee to review the existing sub-committees; to make recommendations on either re-working or eliminating and how to better structure the committees including a clear vision and mission statement for each. Chairman Barringer asked that Kelly Daniel, John McLaren and Shirley Luna serve on the ad-hoc committee.

VI. Logo Update

Chairman Barringer informed the board that Hancock Advertising has tested some graphics and believes the CVB is moving in the right direction. He said that as soon as we feel comfortable and have an overall branding plan in place, the CVB will begin sharing with local stakeholders and community partners.

VII. Discuss Approval of Main Street Christmas Lights \$5,000 Sponsorship

Carl informed the board that Amy Mehaffey, Nacogdoches Mainstreet, contacted the CVB and provided information about the Christmas lighting project. Carl said that the lights would be up year-round for special events and incoming groups. Carl said that the lights would be maintained throughout the year and that Mainstreet is trying to raise \$50,000 for the project. Two Mainstreet board members were present and answered questions from the CVB board. Carl said if the board chose to donate the requested \$5,000, the money would come out of the special activities account, which has a balance of \$42,000. Carl said this is a one-time cost. Motion to approve the \$5,000 donation to Nacogdoches Mainstreet for the Christmas lights project was made by Rick Still and seconded by Kati Kennedy. Motion carried.

VIII. Committee Reports

- a. Advertising/Marketing
- b. City/County Partnerships – Rick said that all projects are on hold.
- c. SFA Liaison – Shirley informed the board that Parent’s Day is this weekend. She also said that she has been working with Amy (Mainstreet) to keep the businesses informed of key SFA dates and have discussed adding it to the e-newsletter that Amy sends out.
- d. Volunteer/Events
- e. Chamber/Business Partnerships – Kati said the Alive After Five is this Thursday at Urgent Doc. The Leadership Nacogdoches class and Total Resource campaign are both underway.
- f. Community Partnerships

IX. Executive Directors Report

Carl reported that the Marketing Plan was submitted last night to the City Council and it was not passed. Suggestions were made by the City Council for the revised plan such as making it shorter, getting more input and having the report be more succinct. He informed the board that he will be getting the meetings lined up for next week to discuss the revised marketing plan, which will need to be presented to the board at the October meeting and to City Council at the first meeting in November. Carl congratulated Joanna on her hard work with SFA, including upcoming groups and transportation. Carl went over the highlights mentioned in the sales and marketing reports. Chairman Barringer congratulated the staff on the hard work that’s going on and knows there are good things happening at the CVB every day, including the connection with SFA.

X. Attachments

XI. Executive Session

The board went into executive session and 8:59 a.m. and reconvened at 9:59 a.m. No action was taken.

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

Chairman Barringer announced the next board meeting would be held on Wednesday, October 19, 2016, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

XIII. Adjourn

The meeting was adjourned at 10 a.m.

Kati Kennedy
Secretary/Treasurer