

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU

Marketing Plan Workshop 8:30 a.m., Wednesday, April 12, 2017

Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

Members Absent: Shirley Luna, Kati Kennedy

Staff Present: Carl Watson, Joanna Temple, Sherri Skeeters

I. Call to Order

Chairman Barringer called the meeting to order at 8:33 a.m.

II. 2018 Marketing Plan Workshop Discussion

Chairman Barringer turned the meeting over to Sherri Skeeters, marketing director. She informed the board that the staff has gone through the marketing plan and made adjustments; all marketing segments will remain the same. Sherri stated that staff is looking for input from the board members to determine benchmarks for the plan. The board and staff went through each segment of the marketing plan and discussed modifications to the document. Chairman Barringer stressed the need to have measurable objectives that support the CVB's mission and directed staff to have fewer objectives, to simplify the strategies and include our measures.

III. Adjourn

The meeting was adjourned at 9:45 a.m.

Carl Watson
Executive Director