

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

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

Members Absent:, Kati Kennedy, Shirley Luna

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 November 16<sup>th</sup> Regular Board Meeting**

Motion to approve the minutes was made by Rick Still and seconded by Kelly Daniel. Motion carried.

Chairman Barringer said Kati's name needs to be corrected as the person submitting the minutes since she was not present at the meeting(s).

**III. Financial Update**

Carl gave a financial update in Kati's absence.

**IV. Committee Reports**

a. Finance/Research – No report

b. Leisure – Tracie reported that she has chosen four people to serve on the committee and they will begin meeting soon.

c. Conventions/Meetings – John reported that the Fredonia Hotel is partnering with the CVB to attend Southwest Showcase in Austin in January and they are currently in the process of getting the swag together. John said he is still working on putting his committee together.

d. Sports – No report

e. Annual Events/Festivals – Rick reported that he would like to meet with Carl regarding the boundaries for the festivals/events. He will have a report at next month's meeting.

f. Board Training/Development – Kelly reported that she has her committee lined up and the first meeting will be on January 10. Judy McDonald, Pam Fitch, Greg Sowell will serve on the committee.

**V. Executive Directors Report**

Carl reported that he gave the CVB's first quarter report to the City earlier this month and received positive feedback. He announced that the website launches at 11 a.m. today (soft launch) and that the CVB has 30 business days to review the site and make any necessary adjustments. Carl updated the board on the end of the year figures and said that beginning in May, we started seeing a decline and in November we started seeing an increase in HOT revenue. Carl informed the board that there is one hotel that the City is working with that is delinquent in paying their hotel occupancy tax. John said that a couple of new hotels have opened up in Lufkin and that drive by is a big part of the business for hotels on the south end of town and that the construction is a factor for them. Carl reported that the electronic sign-in has been installed at the Visitor Center and the data collected is going into the CRM. Events are now being displayed on the TV screen in the Visitor Center lobby. Four electric outlets were installed enabling us to light all of the Christmas trees this year. Carl reported that we hosted three meetings in October for an economic impact of \$160,727 and seven meetings in November with an economic impact of \$1,709,168. The December issue of Texas Highways Magazine featured the Fredonia Hotel in the "17 Trips for 2017" article with an added value of \$4,853. We also had an ad in the annual Texas Meeting Planner Guide, which included an editorial on the Fredonia Hotel which was an added value of \$4,500. The Father Margil pilgrimage group came through Nacogdoches as part of the process for him to become a Saint. The CVB produced seasonal itineraries for

Holiday in the Pines and the Nine Flags Christmas Festival. Chairman Barringer asked Party in the Pit. Joanna explained it will be an afterhours party at Holiday Inn Express on Saturday night during the Film Festival and will include an outside fire pit, live music, food truck and more. Chairman Barringer also mentioned that he has an idea for interns for the CVB. Pulpwood Queens are coming January 12 and will be at SFA and are partnering with the Creative Writing Department. Kelly said that the Chamber and CVB are working together to make the second weekend in June bigger (Texas Blueberry Festival). Joanna mentioned that folks can purchase packages/lodging through Brown Paper tickets, like we are currently doing for the Film Festival. It's a good way to track leisure business Joanna said. Joanna also mentioned the Fishing tournament that is coming in March for 6 days. The tournament will be a one-hour televised production that will air in June and July on the CBS Sports cable network. They will mention they're in Nac County and the area lakes they will be fishing on. We will create our own press that it's coming. Chairman Barringer asked for updates from Nacogdoches Main Street. Amy Mehaffey said they are working on Wine Swirl and informed the board that they are selling 650 tickets this year and are focusing on quality verses quantity. They will close Main Street and will have eating outside on the brick street with food trucks she said.

**VI. Attachments**

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

Chairman Barringer announced the next board meeting would be held on Wednesday, January 18, 2017, Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

**VIII. Adjourn**

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

Carl Watson  
Executive Director