

MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, May 17, 2017
Nacogdoches Convention and Visitors Center Nacogdoches, TX

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

Members Absent: Tracie Lasater, Shirley Luna, Kati Kennedy

Staff Present: Carl Watson, Joanna Temple, Sherri Skeeters

I. Call to Order

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

II. Consider approval of the minutes from the April 12th Board Workshop

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

III. Consider approval of the minutes from the April 19th Regular Board Meeting

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

IV. Financial Update

No report in Kati's absence.

V. Approval of 2017/2018 Marketing Plan

Motion to approve the 2017/2018 Marketing Plan was made by Rick Still and seconded by Kelly Daniel. Motion carried.

VI. Approval of 2017/2018 Budget

Chairman Barringer stated that he would like the city staff to look at the 2017/2018 Budget before it is sent to the city council.

VII. Committee Reports

- a. Finance/Research – No report in Kati's absence.
- b. Leisure – No report in Tracie's absence.
- c. Conventions/Meetings – No report.
- d. Sports – No report in Shirley's absence.
- e. Annual Events/Festivals - Rick reported that his committee had not met. However, he will be presenting updated forms at the June meeting.
- f. Board Training/Development – Kelly is continuing to work with her committee to develop new ideas for board training and development.

Chairman Barringer announced the next board meeting would be held on Wednesday, June 21, 2017, in the Charles Bright Visitor Center, 200 E. Main, at 8:30 a.m.

VIII. Executive Report

Carl Reported that Facebook had 8,178 followers as of 5/16/17, the website had 6,389 unique visitors in April, and 74.4% of website viewers were new. He also gave an update on walk-in information as well as requests for additional information from the website. Carl also reported that:

- a. The sales department and visitors center staff assisted the Pow Wow Pollinators conference with welcome bags and name tags, plus registration assistance.
- b. The sales and marketing departments worked with San Augustine, Toledo Bend and Natchitoches to host 11 travel writers on a three-day F.A.M. tour.
- c. Sales assisted with the Vintage Market Days.

IX. The meeting was adjourned at 8:57 a.m.

Carl Watson
Executive Director