



NOTICE OF REGULAR MEETING AND AGENDA
Nacogdoches Convention and Visitors Bureau Board of Directors
8:30 a.m. Wednesday, November 28, 2018
Charles Bright Visitor Center, 200 E. Main Street
All agenda items are subject to action.

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| I. | Call to Order | Shirley Luna |
| II. | Consider Approval of Minutes from October 17 meeting | Shirley Luna |
| III. | Financial Update | Cheryl Bartlett |
| IV. | Items for discussion | |
| | A. Fire panel update | Sherry Morgan |
| | B. Bids for technology solutions | Sherry Morgan |
| | C. The future of music in Nac | Ron Johnson |
| | D. Bluegrass Concert presentation | Angela Weiderhold
Scott Waller |
| V. | Staff Reports | |
| | A. Marketing | Stephanie Fontenot |
| | B. Sales | Joanna Temple |
| | C. Visitor Services | Mike Bay |
| | D. Executive Director | Sherry Morgan |
| VI. | Designation of time, date, location of next meeting | Shirley Luna |
| VII. | Adjourn | |

I certify that the above notice of meeting was posted outside of The Charles Bright Visitor Center, 200 E. Main Street, Nacogdoches, Texas on Wednesday, November 21, 2018, at noon.

Sherry Morgan, Executive Director

Nacogdoches Convention & Visitors Bureau Mission Statement:
**To position Nacogdoches as a historic destination by attracting overnight visitors
and positively affecting the city's economy.**



MINUTES OF THE NACOGDOCHES CONVENTION AND VISITORS BUREAU
Regular Board Meeting 8:30 a.m., Wednesday, Oct. 17, 2018
Nacogdoches Convention and Visitors Center Nacogdoches, TX

Members Present: Shirley Luna, Wanda Mouton, Ron Johnson, John McLaren, Kelly Daniel, Damon Ruckel

Staff Present: Sherry Morgan, Cheryl Bartlett, Joanna Temple, Stephanie Fontenot, Mike Bay

I. Call to Order

The meeting was called to order at 8:30 a.m.

II. Consider approval of minutes from the Sept. 19 Board Meeting

Motion to approve the minutes was made by Damon Ruckel. Wanda Mouton seconded. All approved.

III. Financial Standings – Cheryl Bartlett informed the board the financial report reflected end-of-year standings.

IV. Discussion Items

A.) Pulpwood Queens

Sherry Morgan updated the board regarding the Pulpwood Queens' Girlfriend Weekend convention that's been held in Nacogdoches for many years. Due to an unsigned contract and possible miscommunication, the group will have its 2019 convention in Jefferson, Texas. There is a possibility it will return to Nacogdoches in the future.

B.) Bid for technology solutions

Morgan informed the board that progress has been made and contacts gathered, and she will have three official bids for the board by the Nov. 28 meeting.

C.) Naming of 1st Floor Board Room

This agenda item was tabled by Morgan – no update was provided.

D.) Update on pressed penny machine

Morgan informed the board that designs have been finalized and the machine will be shipped seven to 10 days after payment has been received.

E.) Texas Forest Trail Region Office

Morgan presented the possibility of having Marty Prince, executive director of the Texas Forest Trail, work from an office within the Charles Bright Visitor Center. Prince currently has less-than-favorable office space and could benefit from relocating, and the CVB staff could benefit from having her on-site due to its relationship with the Texas Forest Trail, and also due to Prince's past work experience with the CVB. The board unanimously approved.

V. Staff reports

A.) Stephanie Fontenot delivered the marketing efforts report, including an update to the Pineywoods Barn Quilt Trail and promotion of the Nine Flags Christmas Festival.

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- B.) Joanna Temple delivered the sales efforts report, including information about upcoming groups and new e-blast efforts to Roland contacts.
- C.) Mike Bay delivered the visitor services report, including the total number of visitors to walk in the Charles Bright Visitor Center within the last month as well as organizations that have utilized the center's meeting spaces.
- D.) Sherry Morgan delivered the executive directors report, mentioning the new reporting metrics being utilized in FY18, the Amami sister-city event hosted by the CVB, a coffee table book, TML, a sentiment report generated by Meltwater as well as promotional items efforts.

- VI. Designation of time, date and location of next meeting** – The next regular board meeting will be held at 8:30 a.m. Wednesday, Nov. 28, 2018, at the Charles Bright Visitors Center.
- VII. Adjourn** – The meeting adjourned at 9:14 a.m.

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