



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, NOVEMBER 18, 2024 - 11:00 AM
ROCKPORT SERVICE CENTER
2751 STATE HIGHWAY 35 BYPASS
ROCKPORT, TEXAS 78382

Board Member Michael Ables
Board Member Jatin Bhakta
Board Member Jennifer Day
Board Member Craig Griffin

Board Member Luis Puron
Board Member Summer Terrell
Mayor Pro Tem Andrea Hattman
Vanessa Shrauner, City Manager

Notice is hereby given that the Rockport Convention and Visitor Bureau Board will hold a Regular Meeting on Monday, November 18, 2024, at 11:00 AM. The meeting will be held in person at the Training Room of the Rockport Service Center, 2751 State Highway 35 Bypass, Rockport, Texas. The live stream link to view the meeting is <https://rockporttx.portal.civicclerk.com/>.

The Convention and Visitor Bureau Board welcomes citizen participation and comments at all Convention and Visitor Bureau Board Meetings on an Agenda item or any subject matter.

Written comments submitted by 3:30 p.m. on the day of the meeting.

- Complete the Speaker Card - locate the card online ([City Government | Rockport, TX - Official Website](#))
- Written Comments received by the deadline will be read.

Sign up in person.

- Speaker's cards are located at the entrance of the meeting room and must be delivered to the City Secretary before the meeting begins.
- Any citizen with handouts should provide them to the City Secretary before the meeting. If you wish the Board Members to receive your handouts for the meeting, please provide 8 copies; if not, the Board Members will receive your handouts the following day.

Rules for Citizen Participation.

- Speakers will be limited to three minutes.
- While civic public criticism is not prohibited; disorderly conduct or disturbance of the peace as prohibited by law shall be cause for the chair to terminate the offender's time to speak.

NOTE: The Board Members may adjourn into Executive Session to consider any item listed on this agenda if a matter is raised that is appropriate for discussion. An announcement will be made based on the Executive Session discussion. The Board Members may also publicly discuss any item listed on the agenda for the Executive Session.

Notice is hereby given that other elected or appointed officials may attend the Board Meeting at the date and time above in numbers that may constitute a quorum. No action or minutes will be taken by such in attendance.

This facility is wheelchair-accessible and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours before this meeting. Please get in touch with the City Secretary's office at (361) 729-2213, ext. 225, or FAX (361) 790-5966 or email sgoodwin@rockporttx.gov for further information. Braille is not available.

I. CALL TO ORDER AND ROLL CALL

II. PLEDGE OF ALLEGIANCE

III. CITIZENS TO BE HEARD

Speaker participation instructions are provided in writing at the beginning of the agenda. NOTE: The Texas Open Meetings Act permits a member of the public or a member of the governmental body to raise a subject that has not been included in the notice for the meeting. However, any discussion of the subject must be limited to a proposal to place the subject on the agenda for a future meeting, and any response to a question posed to the City Council is limited to either a statement of specific factual information or a recitation of existing policy. TEX. GOV'T CODE § 551.042 has not been posted on the agenda.

IV. OTHER ACTION ITEMS AND UPDATES

1. Consider the approval of the November 4, 2024, Convention and Visitor Bureau Board Regular Meeting ()
2. Update on the roles of the Convention and Visitor Bureau and the Board ()
3. Review the Convention and Visitor Bureau Tourism Expenses:
 - i. Helen Thompson Media
 - ii. TEGNA (KIII)
 - iii. KRIS Communications
 - iv. Expedition Texas!
 - v. visitrockportfulton.com domain (Shelley Goodwin, City Secretary)
4. Receive an update on the proposed CVB website (Shelley Goodwin, City Secretary)
5. Consider the approval of the job description for a Tourism Marketing Manager and possible hiring of an Interim Tourism Marketing Manager (Vanessa Shrauner, City Manager)
6. Consider providing direction to answer a question for the Expedition Texas episode; ***what makes Rockport a great place to live/visit TODAY!*** (Shelley Goodwin, City Secretary)
7. Consider the creation of a Tourism Vision Statement and goals the Board wishes to achieve for 2025 (Vanessa Shrauner, City Manager)

V. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 10:50 p.m. on November 15, 2024, on the bulletin board of the City of Rockport Service Center, 2751 S. H. 35 Bypass, Rockport, Texas 79382.



Shelley Goodwin, TRMC/CMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: November 18, 2024

CATEGORY: Action Item

CAPTION:

Consider the approval of the November 4, 2024, Convention and Visitor Bureau Board Regular Meeting

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. 11-4-2024 CVB Minutes

APPROVAL/REVIEW:



City of Rockport
CONVENTION AND VISITOR BUREAU
BOARD MEETING MINUTES
MONDAY, NOVEMBER 4, 2024 ~ 11:00 A.M.
ROCKPORT SERVICE CENTER
2751 STATE HIGHWAY 35 BYPASS
ROCKPORT, TEXAS 78382

Board Members Present:

Chairman Craig Griffin
Vice Chairman Jatin Bhakta
Board Member Jennifer Day
Board Member Michael Able
Board Member Summer Terrell

Board Members Absent:

Board Member Luis Puron
Councilmember (not appointed)

City Staff and Ex-Officio Members Present:

Vanessa Shrauner, City Manager, Ex Officio Member
Jeff Sjostrom, EDC CEO, Ex Officio Member
Shelly Stuart, Chamber President, Ex Officio Member
Reagan Lauterbach, Asst. City Secretary/Executive Asst.
Shelley Goodwin, City Secretary

I. CALL TO ORDER

The November 4, 2024, Regular Meeting was called to order at 11:00 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Vanessa Shrauner, City Manager, Ex Officio Member, led the Pledge of Allegiance to the United States flag.

III. CITIZENS TO BE HEARD

No one wished to speak.

IV. CEREMONIAL MATTERS

1. Ceremonial Oath of Office

Shelley Goodwin, City Secretary, administered the Oath of Offices to the Board Members in attendance.

V. TRAINING

2. A brief training on Robert's Rules, Texas Open Meeting Act, and Public Information Act

Shelley Goodwin, City Secretary, provided a short training regarding Texas Open Meeting Act, Public Information Act, and Roberts Rules.

Agenda Item #7 was moved up on the Agenda.

7. Consider the appointment of a Chair and a Vice Chair

Motion: A motion was made by Board Member Day and seconded by Board Member Bhakta, to elect Craig Griffin as the Chair of the Convention and Visitor Bureau Board. The members present voted five (5) for and none (0) opposed; unanimously.

Motion: A motion was made by Board Member Day made a motion and Board Member Terrell seconded, to elect Jutin Bhakta as the Vice Convention and Visitor Bureau Board. The members present voted five (5) for and none (0) opposed; unanimously.

VI. DISCUSSION ON MARKETING AND TOURISM

3. Receive a presentation on marketing and tourism campaigns that have been done since October 1, 2024.

Vanessa Shrauner and Shelley Goodwin provided an update on Tourism Marketing.

The Board discussed the following:

- Current Chamber website
- Marketing for the Warbirds and what Rockport-Fulton has to offer
- Visitor Center rental, hours, and management
- Areas to focus on
- One center location for advertising events
- Swag for visitors and for conventions

Shelly Stuart, Chamber President, Ex-Official Member, provided an update on the Tourism Marketing that the Chamber has done on the behalf of the City of Fulton and Aransas County.

4. Consider the Convention and Visitor Bureau Marketing Manager application and timeline

The Board provided directions to send the application to the Board Members for the CVB Marketing Manager. They also discussed the possibility of considering hiring an interim Marketing Manager.

5. Consider a presentation from the Chamber of Commerce about the rent of a CVB office space

Vanessa Shrauner, City Manager, provided a history of the discussions she has had regarding the Visitor Center.

Shelly Stuart, Chamber President, Ex-Official Member, stated the rental of the Visitor Center will be \$58,000. She also stated that there are other areas such as hours and volunteering that need to be figured out.

The Board discussed the different areas of responsibilities for the CVB and the Chamber that should be addressed.

6. Hold a discussion on a path for the future of tourism and marketing

The Board discussed this Agenda Item as part of Agenda #2.

VII. ADJOURN

Motion: Upon a motion made by Board Member Bhakta and a second by Board Member Day to adjourn the Monday, November 4, 2024, Convention and Visitor Regular Meeting at 12:35 p.m.

Craig Griffin
CVB Board Chair

Shelley Goodwin, TRMC/CMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: November 18, 2024

CATEGORY: Presentation

CAPTION:

Update on the roles of the Convention and Visitor Bureau and the Board

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: November 15, 2024

Vanessa Shrauner, City Manager

Date: November 15, 2024



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: November 18, 2024

CATEGORY: Presentation

CAPTION:

Review the Convention and Visitor Bureau Tourism Expenses:

- i. Helen Thompson Media
 - ii. TEGNA (KIII)
 - iii. KRIS Communications
 - iv. Expedition Texas!
 - v. visitrockportfulton.com domain
-

SUMMARY:

The City has begun tourism marketing with the above mentioned expenses.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Develop Tourism

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: November 18, 2024

CATEGORY: Presentation

CAPTION:

Receive an update on the proposed CVB website

SUMMARY:

Several City staff reviewed a presentation by SimpleView and we would like to show you a version of what they have to offer.

BACKGROUND:

This product is much more than a website. They help with bookings, newsletters, videos, #tag post, e-stores, and other types of marketing.

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Tourism Marketing

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Vanessa Shrauner, City Manager

MEETING DATE: November 18, 2024

CATEGORY: Action Item

CAPTION:

Consider the approval of the job description for a Tourism Marketing Manager and possible hiring of an Interim Tourism Marketing Manager

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: November 18, 2024

CATEGORY: Action Item

CAPTION:

Consider providing direction to answer a question for the Expedition Texas episode; *what makes Rockport a great place to live/visit TODAY!*

SUMMARY:

Expedition Texas has asked the City to answer 5 questions about Rockport. Three questions are regarding history and another one is about future plans. This question staff felt was better to have the CVB Board complete.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Manager

TO: Convention and Visitor Bureau Board Members

FROM: Vanessa Shrauner, City Manager

MEETING DATE: November 18, 2024

CATEGORY: Action Item

CAPTION:

Consider the creation of a Tourism Vision Statement and goals the Board wishes to achieve for 2025

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW: