



**City of Rockport**  
**CONVENTION AND VISITOR BUREAU BOARD**  
**WORKSHOP AGENDA**  
**MONDAY, JANUARY 13, 2025 - 10:00 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

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Notice is hereby given that the Rockport Convention and Visitor Bureau Board will hold a Workshop on Monday, January 13, 2025, at 10:00 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 (<https://rockporttx.gov/FormCenter/Citizen-Participation-Form-7/Citizen-Participation-Form-52>)
- 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](mailto:sgoodwin@rockporttx.gov) for further

**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. Receive a presentation from Kelly DeSchaun and a path to move forward with tourism in Rockport. (Shelley Goodwin, City Secretary)
2. Consider a discussion on a Marketing Plan and a Tourism Director and provide direction to Staff. (Shelley Goodwin, City Secretary)

**V. CONVENTION AND VISITOR BUREAU BOARD OF DIRECTOR COMMENTS/UPDATES**

**VI. FUTURE AGENDA ITEMS**

**VII. ADJOURN**

**CERTIFICATION**

This is to certify that I, Shelley Goodwin, posted this Agenda at 4:00 p.m. on January 8, 2025, on the bulletin board of the City of Rockport Service Center, 2751 S. H. 35 Bypass, Rockport, Texas 79382.



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Shelley Goodwin, TRMC/CMC  
City Secretary



# AGENDA MEMO

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**DEPARTMENT:** City Secretary

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Shelley Goodwin, City Secretary

**MEETING DATE:** January 13, 2025

**CATEGORY:** Action Item

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**CAPTION:**

Receive a presentation from Kelly DeSchaun and a path to move forward with tourism in Rockport.

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**SUMMARY:**

Kelly DeSchaun will assist the Board with a path to move forward with a Mission Statement, Initiatives, Goals and procedures.

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**BACKGROUND:**

**FUNDING SOURCE:**

**FUNDING IMPACT:**

**STAFF RECOMMENDATION:**

**STRATEGIC INITIATIVES:**

Marketing of the City

**ATTACHMENTS:**

None

**APPROVAL/REVIEW:**

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Vanessa Shrauner, City Manager

Date: January 08, 2025



# AGENDA MEMO

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**DEPARTMENT:** City Secretary

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Shelley Goodwin, City Secretary

**MEETING DATE:** January 13, 2025

**CATEGORY:** Action Item

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**CAPTION:**

Consider a discussion on a Marketing Plan and a Tourism Director and provide direction to Staff.

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**SUMMARY:**

The staff is needing direction on how to proceed with marketing and Tourism Director.

**BACKGROUND:**

**FUNDING SOURCE:**

**FUNDING IMPACT:**

**STAFF RECOMMENDATION:**

**STRATEGIC INITIATIVES:**

Marketing the City

**ATTACHMENTS:**

None

**APPROVAL/REVIEW:**

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Vanessa Shrauner, City Manager

Date: January 08, 2025