



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, FEBRUARY 10, 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
Councilmember/Mayor Pro Tem Hattman
Vanessa Shrauner, City Manager

Notice is hereby given that the Rockport Convention and Visitor Bureau Board will hold a Regular Meeting on Monday, February 10, 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/forms.aspx?FID=117>)
- 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 following Convention and Visitor Bureau Board of Director Minutes:
 - i. December 16, 2024 Regular Meeting
 - ii. January 13, 2025 Workshop Meeting ()
2. Receive an update from Kelly deSchaun regarding on initial insights, immediate actions, and proposed timelines (Shelley Goodwin, City Secretary)
3. Receive a budget update on Tourism Fund ()
4. Receive an update on Sales Tax and Hotel Occupancy Tax Reports ()
5. Update and provide directions on the following outstanding items:
 - i. SimpleView website and photo contest
 - ii. Facebook and Instagram accounts
 - iii. Marketing Manager
 - iv. Spring and Summer Marketing (Shelley Goodwin, City Secretary)

V. FUTURE AGENDA ITEMS

6. Members of the Convention and Visitor Bureau Board will provide agenda items that they want to be discussed at the next meeting scheduled for March 10, 2025, at 10:00 a.m. ()

VI. ANNOUNCEMENTS OF UPCOMING EVENTS

7. Members of the Convention and Visitor Bureau Board and City staff will announce upcoming events (Shelley Goodwin, City Secretary)

VII. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 11:20 a.m. on February 6, 2025, 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: February 10, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the following Convention and Visitor Bureau Board of Director Minutes:

- i. December 16, 2024 Regular Meeting
 - ii. January 13, 2025 Workshop Meeting
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

- 1. 12-16-2024 CVB Minutes
- 2. 1-13-25 CVB

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: February 05, 2025

Date: February 06, 2025

Vanessa Shrauner, City Manager



**CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
MONDAY, DECEMBER 16, 2024 - 10:00 AM
ROCKPORT SERVICE CENTER
2751 STATE HIGHWAY 35 BYPASS
ROCKPORT, TEXAS 78382**

Present:

Criag Griffin, Chair (attended via Zoom)
Jatin Bhakta, Vice Chair
Jennifer Day, Board Member (arrived at 11:03 a.m.)
Michael Abel, Board Member
Luis Puron, Board Member
Andrea Hattman, Mayor Pro Tem/Board Member
Vanessa Shrauner, City Manager/Ex Officio Member (left at 11:20 a.m.)
Jeff Sjostrom, ACEDC President/Ex Officio Member
Shelly Stuart, Chamber President/Ex Officio Member (left at 12:30 p.m.)

Absent:

Summer Terrell, Board Member

City Staff Present:

Reagan Lauterbach, Executive Assist./Assist. City Secretary
Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

Jatin Bhakta, Vice Chair, called the December 16, 2024, Convention and Visitor Bureau Board of Directors Meeting to order at 10:00 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Jatin Bhakta, Vice Chair, lead the pledge of allegiance.

III. CITIZENS TO BE HEARD

No wished to speak.

1. Receive a presentation from SimpleView and provide directions for the next steps

Paul Frank provided a PowerPoint presentation on SimpleView Program. He reviewed how the website worked and the benefits their customer receive. He also reviewed the clients that use SimpleView and the different cost.

The Board Members discussed the following:

- Timeline
- Photographs
- Vendor Portal

The Board Members agreed by consensus to move forward with SimpleView.

2. Consider the approval of the Convention and Visitor Bureau Board of Director's Meeting Minutes November 18, 2024

Motion: Upon a motion made by Board Member Puron and seconded by Mayor Pro Tem/Board Member Hattman to approve the November 18, 2024, Convention and Visitor Bureau Board Meeting Minutes. The Board voted unanimously six (6) for and none (0) against.

3. Review the Tourism Marketing Financial Report

Shelley Goodwin, City Secretary, provided the Financial Report through December 16, 2024 reflecting a \$335,738.03 balance (including October – March Helen Thompson Marketing bill).

Motion: Upon a motion made by Board Member Day and seconded by Chair Griffin to approve the December 16, 2024 Financial Report. The Board voted unanimously six (6) for and none (0) against.

4. Receive a report on the tourism breakdown from the Warbird event marketing

Karl Hattman, Warbird Marketing, reviewed the Warbird event which over 10,000 people attended the 3-day event. He reviewed the different marketing that was used and the number of hotel reservations that were made.

The Board Members discussed the following:

- Campaign used
- Number of attendees

5. Digital Marketing Campaigns bids for 2025:

i. HTM

Brandon Thompson and Stacey Schneider, HTM, provided a PowerPoint presentation for their Marketing recommendation. They used the theme of Live to Fish...Live to Eat...It's for the Birds...Rooms with a view.

The Board Members discussed the following:

- Years of service
- Agencies budget and plan recommendations

ii. KIII South Texas

Ana Rivera-Soto and Tammy Cavazos, KIII South Texas, provided a PowerPoint on digital marketing and the benefits of reaching visitors. They also reviewed new streaming Solutions and the reach that this solution has.

The Board Members discussed the following:

- Target areas.
- Keeping digital team and campaign fresh and up to date.
- Ability to scale back in off-season.

iii. Kris Communications

Dan King and Ramon Pineda, and Chip Crossley, KRIS Communications Team, provided a PowerPoint presentation. They also reviewed a video campaign support, targeted audiences, and

their multi marketing platforms. They noted the Team will be tracking of what is and isn't working so adjustments can be made.

The Board Members discussed the following:

- Target areas.
- Keeping digital team and campaign fresh and up to date.
- Ability to scale back in off-season.

6. Presentation from the Rockport-Fulton Area Chamber of Commerce regarding the Visitor Center

i. Consider the approval of the expenditure for the use of the Visitor Center and other expenses related to the Center

Shelly Stuart, Chamber President/Board Liaison, provided the attached PowerPoint presentation regarding the Chamber's role and renting of the Visitor Center. She also reviewed the cost of \$58,000 and what it will include.

The Board Members discussed the following:

- Visitor Center opened on the weekends
- How the figure of \$58,000 was achieved
- Accurate visitor counts
- More information at Visitor Center

Motion: Upon a motion made by Board Member Puron seconded by Mayor Pro Tem/Board Member Hattman to approve the expenditure of \$58,000 for Visitor Center. The Board voted unanimously six (6) for and none (0) against.

ii. Discussion and provide directions regarding the creation of an agreement with the Chamber of Commerce for the roles and responsibilities of each party.

Shelley Goodwin, City Secretary, the City will draft an agreement that will provide each parties roles and responsibilities. She noted this way there is a clear understand of what is expected.

7. Consider the process for the Rockport-Fulton Tourism Economy with Kelly deSchaun, FED, LLC

Jeff Sjostrom, ACEDC President/Ex Officio Member, stated after the last meeting and recommendation to contact Kelly deSchaun to assist us with creating a Tourism Plan for the next three years. He stated Kelly deSchaun has agreed to help.

The Board Members agreed by consensus to hold a Workshop with Kelly deSchaun in January.

8. Receive a presentation by the Leadership Aransas County Class and consider the support of the project

Class of 2025 Leadership Aransas County, presented the PowerPoint of the Leadership Aransas County Class project. They identified the location of the illumined large letters and the cost of \$38,000.

The Board Members discussed the following:

- Lifetime expectancy of the paint
- Traffic issues and traffic plan
- Maintenance
- Other fundraising projects
- Timeframe
- Spacing in between letters.

The Board Members agreed by consensus to recommend the City Council to hear and consider funding.

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

Board Member Day announced the following:

- Warbirds over South Texas is considering a second event
- Smithsonian Museum on Main Street will occur January 25th – March 9, 2025
- Fulton Oysterfest will occur March 6 – 9, 2025

VI. FUTURE AGENDA ITEMS

The Board Members agreed by consensus to hold a Workshop on January 13, 2025 at 10:00 a.m.

VII. ADJOURN

Motion: Upon a motion by Board Member Puron and a second by Board Member Abel to adjourn the Monday, December 16, 2024, Convention and Visitor Bureau Board at 12:51 p.m. The Board voted unanimously six (6) for and none (0) against.

Craig Griffin
Chair

Shelley Goodwin, TRMC/CMC
City Secretary



**CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
MONDAY, JANUARY 13, 2025 - 10:00 AM
ROCKPORT SERVICE CENTER
2751 STATE HIGHWAY 35 BYPASS
ROCKPORT, TEXAS 78382**

Present:

Craig Griffin, Chair
Jatin Bhakta, Vice Chair
Jennifer Day, Board Member
Michael Abel, Board Member
Luis Puron, Board Member
Summer Terrell, Board Member
Vanessa Shrauner, City Manager/Ex Officio Member

Absent:

Andrea Hattman, Mayor Pro Tem/Board Member
Jeff Sjostrom, ACEDC President/Ex Officio Member
Shelly Stuart, Chamber President/Ex Officio Member

City Staff Present:

Brittany Aguire, Parks and Recreation Director
Reagan Lauterbach, Executive Assist./Assist. City Secretary
Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

Craig Griffin, Chair, called the January 13, 2025, Convention and Visitor Bureau Board of Directors Meeting to order at 10:00 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Craig Griffin, Chair, lead the pledge of allegiance.

III. CITIZENS TO BE HEARD

No one wished to speak.

IV. OTHER ACTION ITEMS AND UPDATES

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

Kelly deSchaun provided a PowerPoint presentation with a path moving forward with tourism in Rockport. She noted she will assist with the creation of the following:

- One-year action plan
- Workplan for partnerships
- Different areas to focus marketing
- Three-year vision plan.
- List of where the City wants to be and the path to get there
- Key performance metrics

She noted that she would like to meet with each member one-on-one and she will also be providing homework. The homework will consist of 3 cities you need to research that you would like to see Rockport more like and 3 reasons why.

The Board agreed by consensus to move forward with working with Kelly deSchaun.

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

Shelley Goodwin, City Secretary, stated the City has been in contact with SimpleView and the contract is being developed.

The Board discussed and provided directions for the following:

- The TACVB Conference in Fort Worth September 3-5, 2025
- Start collecting photographs and drone footage for new website
- Contract with Karl Hattman and Channel KIII for assistance with marketing
- Posting the Tourism Manager job
- Legislative Session letter of support for tourism and art funding

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

Cody Stewart, Warbirds, stated they are considering hosting a reenactment of 1942 on March 1st. He noted he is looking for an estimated \$18,000 for advertising.

Board Member Day stated the Smithsonian Museum on Main Street – Crossroads is January 25th – March 9, 2025.

Board Member Puron stated the City is doing a Resolution supporting the Arts Programs for the Legislative Session, which the City Council will be considering tomorrow. He also noted the Aransas County Days in Austin will be held on February 25th – 26th.

VI. FUTURE AGENDA ITEMS

The Board provided directions for the following:

- Agenda item - Sales Tax and Hotel Occupancy Tax data
- Marketing Plan
- Applications for Tourism Manager
- Quarterly Sales/Hotel Occupancy Tax Reports
- Future Board Meetings on the second Monday of the month at 10:00 a.m.

VII. ADJOURN

With no other business Chairman Griffin adjourned the January 13, 2025, Convention and Visitor Bureau Board of Directors Meeting at 11:46 a.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: Shelley Goodwin, City Secretary

MEETING DATE: February 10, 2025

CATEGORY: Presentation

CAPTION:

Receive an update from Kelly deSchaun regarding on initial insights, immediate actions, and proposed timelines

SUMMARY:

Kelly deSchaun has met with the members of the CVB and will provide a plan and timeline for the CVB.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: February 05, 2025

Vanessa Shrauner, City Manager

Date: February 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: February 10, 2025

CATEGORY: Action Item

CAPTION:

Receive a budget update on Tourism Fund

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Date: February 06, 2025

Vanessa Shrauner, City Manager



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM:

MEETING DATE: February 10, 2025

CATEGORY: Action Item

CAPTION:

Receive an update on Sales Tax and Hotel Occupancy Tax Reports

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: February 05, 2025

Vanessa Shrauner, City Manager

Date: February 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: February 10, 2025

CATEGORY: Presentation

CAPTION:

Update and provide directions on the following outstanding items:

- i. SimpleView website and photo contest
 - ii. Facebook and Instagram accounts
 - iii. Marketing Manager
 - iv. Spring and Summer Marketing
-

SUMMARY:

An update will be provided on the status of SimpleView and the need for a photo contest. The staff is going to discuss the need for Facebook and Instagram accounts while waiting on the completion of the new website. The staff wants to get directions regarding the Tourism Marketing Manager process. Spring and Summer Marketing announcements will be provided at the meeting.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: February 06, 2025

