



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, MARCH 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
Mayor Pro Tem/Board Member 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, March 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 before 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 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. ACTION ITEMS AND UPDATES

1. Consider the approval of the Convention and Visitor Bureau Board February 10, 2025 Regular Meeting (Shelley Goodwin, City Secretary)
2. Receive a budget update on the Tourism Fund (Shelley Goodwin, City Secretary)
3. Receive an update on Sales Tax and Hotel Occupancy Tax Reports (Vanessa Shrauner, City Manager)
4. Consider the approval of the proposed CVB Marketing Plan for March - September 30, 2025 (Kelly deSchaun)
5. Consider the request for additional funds from the City Council for CVB Marketing for the period of March 2025-September 2025 (Kelly deSchaun)
6. Consider the approval of the process, timeline and appoint a hiring team (Kelly deSchaun)
7. Discuss Data Needs and Schedule AirDNA Proposal Presentation and provide directions to staff. (Kelly deSchaun)
8. Update from CVB Members on upcoming events (Shelley Goodwin, City Secretary)
9. Discussion on Future Agenda Items (Shelley Goodwin, City Secretary)
10. Announcement of the next Regular Meeting scheduled for April 14, 2025, at 10:00 a.m. at the Rockport Service Center (Shelley Goodwin, City Secretary)

V. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 8:45 a.m. on March 7, 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