



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



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: March 10, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the Convention and Visitor Bureau Board February 10, 2025 Regular Meeting

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. 2025 CVB Minutes 2-10

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025



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

Present:

Criag Griffin, Chair
Jatin Bhakta, Vice Chair
Jennifer Day, Board Member
Michael Abel, Board Member
Summer Terrell, Board Member
Luis Puron, Board Member
Andrea Hattman, Mayor Pro Tem/Board Member
Vanessa Shrauner, City Manager/Ex Officio Member
Jeff Sjostrom, ACEDC President/Ex Officio Member
Shelly Stuart, Chamber President/Ex Officio Member

Absent:

None

City Staff Present:

Shelley Goodwin, City Secretary
Reagan Lauterbach, Assistant City Secretary/Executive Assistant
Kimberly Henry, Assistant to the City Manager

I. CALL TO ORDER AND ROLL CALL

Craig Griffin, Chair, called the February 10, 2025, Convention and Visitor Bureau Board of Directors Meeting to order at 10:03 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. 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**

Motion: Upon a motion made by Board Member Puron and seconded by Board Member Able to approve the December 16, 2024, Regular Meeting and January 13, 2025, Workshop Meeting. The Board voted seven (7) for and none (0) against. The motion passed unanimously.

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

Kelly deSchaun provided a PowerPoint and highlighted the following:

- 1-year destination marketing and branding plan and a 3-year tourism plan.
- Exercise for CVB members to list favorite comparable destinations
- Three areas for advertising: paid ads, earned advertising, and owned media
- What are our geographic priorities?
- Targeting specific groups. Example: Women's Fishing
- Collaboration with local businesses. Community Engagement
- Ways to collect different data. Example: Smith Travel report
- Creation of a marketing sub-committee

Kelly deSchaun referenced "A Great Place to Live Makes a Great Place to Visit"

Members of the board discussed the following:

- Art Culture District
- Tracking QR-Codes
- Tourist Demographic
- Historical Markers
- Hometown Marketing Talent

Motion: Upon a motion made by Board Member Puron and a second by Terrell, for the creation of a Marketing Sub-Committee. The Board voted seven (7) for and zero (0) against. The motion passed unanimously.

The Board agreed by consensus that the members of the Sub-Committee will be made up of Board Members Ables, Griffin and, Puron.

3. Receive a budget update on Tourism Fund

Shelley Goodwin, City Secretary, provided an update on the Budget Expenses.

The board gave directions to divide the expense report to reflect the encumbered expenses.

4. Receive an update on Sales Tax and Hotel Occupancy Tax Reports

Shelley Goodwin, City Secretary, provided the Board Members with the Sales Tax and HOT Tax reports.

Vanessa Shrauner, City Manager, stated that our sales tax is low compared to last years.

Board Members recommended the report to reflect monthly and yearly comparisons.

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)**

Shelley Goodwin, City Secretary, provided an update on the following.

- SimpleView contract is signed, and a planning meeting will be held soon

- Photo contest rules and regulations will be sent out to the public to ensure we promote transparency, encourage creativity, and provide clear guidelines for participation.
- The City will be working with Karl Hattman on creating a new CVB Facebook and Instagram.
- Provided the members the top 3 applicants for the Tourism Manager position
- The City has been in contact with Kiii
- Targeted group meetings are being scheduled
 - Social Media Manager February 24th at 3 p.m. at the Rockport Service Center
 - Fishing Guides/Water enthusiast February 26th at 3 p.m. at the Maritime Museum

Board Members spoke about different ways to increase the budget. The Board agreed by consensus to let the Marketing Sub-Committee to make recommendations for the spring and summer marketing.

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.**

Board Members provided the following items for the March 10, 2025, Agenda:

- Prioritizing Funding
- Allocations on reserves
- Trendlines on HOT expenditures

VI. ANNOUNCEMENTS OF UPCOMING EVENTS

- 7. Members of the Convention and Visitor Bureau Board and City staff will announce upcoming events.**

Chairman Griffin provided an update on the Song Writer's Event. He also stated they are raising money for a bronze statue of Guy Clark.

Board Member Day provided an update on the Smithsonian, the opening was extremely powerful. She reminded the public about the Mural Fest being held in August.

Shelley Goodwin provided a list of events that are located on the City of Rockport website.

VII. ADJOURN

With no other business Chairman Griffin adjourned the February 10, 2025, meeting at 11:52 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: March 10, 2025

CATEGORY: Action Item

CAPTION:

Receive a budget update on the Tourism Fund

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Vanessa Shrauner, City Manager

MEETING DATE: March 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: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Kelly deSchaun

MEETING DATE: March 10, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the proposed CVB Marketing Plan for March - September 30, 2025

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Kelly deSchaun

MEETING DATE: March 10, 2025

CATEGORY: Action Item

CAPTION:

Consider the request for additional funds from the City Council for CVB Marketing for the period of March 2025-September 2025

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Date: March 06, 2025

Shelley Goodwin, City Secretary

Date: March 06, 2025

Vanessa Shrauner, City Manager



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Kelly deSchaun

MEETING DATE: March 10, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the process, timeline and appoint a hiring team

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Kelly deSchaun

MEETING DATE: March 10, 2025

CATEGORY: Presentation

CAPTION:

Discuss Data Needs and Schedule AirDNA Proposal Presentation and provide directions to staff.

SUMMARY:

As with any business, the City of Rockport will need data to inform decision making, allocate resources, and evaluate the impact of marketing campaigns. Within the tourism industry, there are two basic data points that are helpful in providing insight; 1.) Hotel and 2.) Short Term Rental performance data.

This agenda item refers specifically to AirDNA data cost and the opportunity to participate in a vendor presentation on the data.

BACKGROUND:

Hotel Occupancy Tax data is a general indicator of the health of the local accommodation sector but presents several challenges, including; 60 day post event reporting, consolidated information on both hotel and short term rentals (as opposed to sector insight), lack of comparison against competitor sets, and lack of insight on average daily rates, and occupancy peaks.

The preferred purveyor of data for the short term rental market for Destination Marketing Organizations is AirDNA. (<https://www.airdna.co/>) The attached proposal provides an overview of services and a quoted annual cost.

Before committing to purchase, it is recommendable to schedule a presentation to better understand the opportunities and limitations on available data. In the upcoming meeting, we would like to schedule a convenient time for the on-line presentation and commit several committee members to participating in the learning session.

FUNDING SOURCE:

CVB Marketing Budget

FUNDING IMPACT:

STAFF RECOMMENDATION:

Commission members who are available are encouraged to participate in the learning session in order to assess the value of a potential contract with AirDNA.

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. AirDNA Overview_
2. AirDNA Proposal - Rockport Texas

APPROVAL/REVIEW:

A handwritten signature in blue ink, appearing to read "Shelley Goodwin".

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025

Discuss Data Needs and Schedule Presentation from AirDNA

Background:

As with any businesses, the City of Rockport will need data to inform decision making, allocate resources, and evaluate the impact of marketing campaigns. Within the tourism industry, there are two basic data points that are helpful in providing insight; 1.) Hotel and 2.) Short Term Rental performance data.

Hotel Occupancy Tax data is a general indicator of the health of the local accommodation sector but presents several challenges, including; 60 day post event reporting, consolidated information on both hotel and short term rentals (as opposed to sector insight), lack of comparison against competitor sets, and lack of insight on average daily rates, and occupancy peaks.

The industry leader for hotel data is the Smith Travel Report (STR) which is a consolidation of information from brand hotels who report into STR. A STR proposal and presentation is upcoming. Data is released weekly for the preceding week.

A recently new purveyor of data for the short term rental market is AirDNA.

(<https://www.airdna.co/>) The attached proposal provides an overview of services and a quoted annual cost.

Before committing to purchase, it is recommendable to schedule a presentation to better understand the opportunities and limitations on available data. In the upcoming meeting, we would like to schedule a convenient time for the on-line presentation and commit several committee members to participating in the learning session.



Suggested Proposal for Rockport, Texas

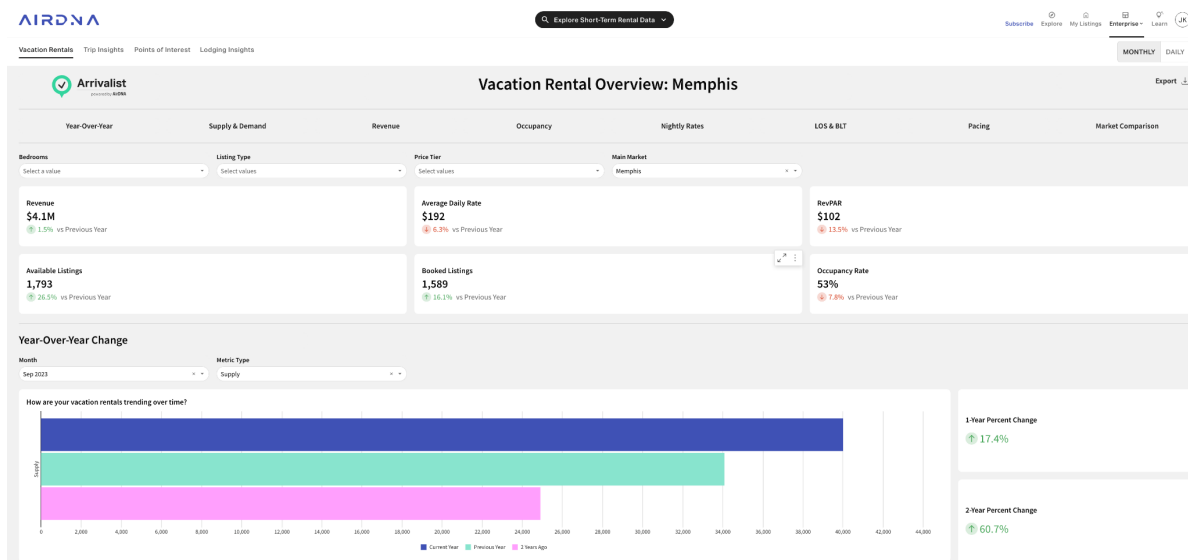
AirDNA Tourism Solutions

Total Investment per Year: **\$10,800/annually**

AirDNA Overview:

AirDNA stands as the market leader in vacation rental data, primarily sourcing from Airbnb and VRBO. Our proprietary algorithm excels in deciphering intricate booking patterns, distinguishing between when properties are available, booked, or blocked. This advanced system ensures high accuracy, aligning closely with Airbnb and VRBO's own data.

By offering deep insights into the dynamic and fluctuating nature of the shared accommodations economy, we empower DMOs with critical information to strategize effectively, adapt to market changes, and optimize their impact in promoting tourism and supporting local economies. This partnership is pivotal in navigating the complex landscape of modern tourism, providing a reliable foundation for data-driven decision-making.



Gain access to the Tourism Solutions dashboard for your destination. Included in your subscription you will find the following:

Access to main KPIs in your region such as, Revenue, Average Daily Rate, RevPAR, Available Listings, Booked Listings and Occupancy Rate.

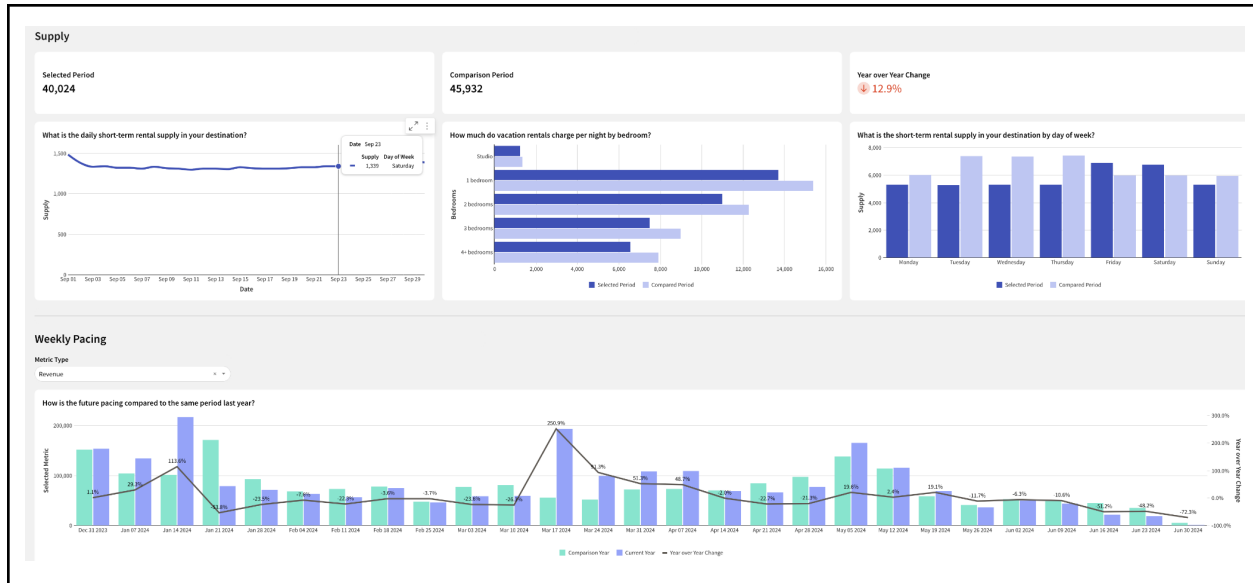


- **DATA CUSTOMIZATION:** The ability to look at data for specific dates — like year-to-date, or their fiscal year. We've added that. Now you can take any metric and compare any period of time for the current year versus the same period of previous years.
- **EASILY SHAREABLE:** We wanted to give customers the ability to easily export images and insert them into their presentations. Now they can with 1 click. Export as PNGs, PDFs, raw data, etc.
- **MAP VIEWS:** Customers wanted the ability to easily see how different neighborhoods stacked up in terms of supply, demand, etc in a map view. Now they can.
- **MORE HISTORICAL DATA:** We're unlocking all data going back to 2015. Previously the trend report would only get year-on-year, now we're providing all historical data. Easily see how things were trending pre-pandemic vs. how they are now.
- **DAILY DATA & EVENT ANALYSIS:** Brand new ability for pro users to conduct laser-focused event analysis with daily data — the first time we've provided daily data for DMOs. Compare any metric for any day, aligned by day of week, to any previous year. (Upgrade Option)



WEEKLY PACE REPORT & DAILY DATA

Upgrade your monthly pace data to receive on a weekly basis. Allows for more insight into the fluctuation of arrivals and get a stronger pulse on the trends in your destination.





AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: March 10, 2025

CATEGORY: Action Item

CAPTION:

Update from CVB Members on upcoming events

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: March 10, 2025

CATEGORY: Action Item

CAPTION:

Discussion on Future Agenda Items

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: March 10, 2025

CATEGORY: Presentation

CAPTION:

Announcement of the next Regular Meeting scheduled for April 14, 2025, at 10:00 a.m. at the Rockport Service Center

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Shelley Goodwin, City Secretary

Date: March 05, 2025

Vanessa Shrauner, City Manager

Date: March 06, 2025