



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, APRIL 14, 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

Notice is hereby given that the Rockport Convention and Visitor Bureau Board will hold a Regular Meeting on Monday, April 14, 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 8:30 a.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 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. APPROVAL ITEMS, DISCUSSIONS, UPDATES, AND DIRECTIONS

1. Consider the approval of the March 10, 2025, Convention and Visitor Bureau Board Minutes (Shelley Goodwin, City Secretary)
2. Consider the approval of the Tourism Marketing Financial Report as of April 10, 2025 (Shelley Goodwin, City Secretary)
3. Receive an update on the Sales Tax and Hotel Occupancy Tax Report (Shelley Goodwin, City Secretary)
4. Discussion on the 2025 amended Marketing Plan (Shelley Goodwin, City Secretary)
5. Discussion on an Online Travel Agent proposal (Shelley Goodwin, City Secretary)
6. Discussion on the Rockport Tourism Development Plan (Shelley Goodwin, City Secretary)
7. Discussion on Rockport comparable destinations, traits, markets, and key performance indicators (Shelley Goodwin, City Secretary)

V. ANNOUNCEMENTS OF UPCOMING EVENTS

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

VI. FUTURE AGENDA ITEMS

9. Members of the Convention and Visitor Bureau Board will provide agenda items to be discussed at the next meeting scheduled for May 12, 2025 (Shelley Goodwin, City Secretary)

VII. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 9:15 a.m. on April 11, 2025, on the bulletin board of the City of Rockport Service Center, 2751 S. H. 35 Bypass, Rockport, Texas 79382.15



Shelley Goodwin, TRMC/CMC
City Secretary