



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



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the March 10, 2025, Convention and Visitor Bureau Board Minutes

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. March 10 2025 CVB Minutes

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025



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

Present:

Michael Ables, Board Member (Via Zoom)
Criag Griffin, Chair
Jatin Bhakta, Vice Chair
Jennifer Day, Board Member
Summer Terrell, Board Member
Luis Puron, Board Member
Jeff Sjostrom, ACEDC President/Ex Officio Member
Shelly Stuart, Chamber President, Ex Officio Member

Absent:

Andrea Hattman, Mayor Pro Tem/Board Member

City Staff Present:

Shelley Goodwin, City Secretary

Absent:

Vanessa Shrauner, City Manager

I. CALL TO ORDER AND ROLL CALL

Craig Griffin, Chair, called the March 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

Commission received a written comment from Patrick Kane on Agenda Item 7. Wrote an opposition to subscribing to AirDNA when the city has a program already.

IV. OTHER ACTION ITEMS AND UPDATES

- 1. Consider the approval of the Convention and Visitor Bureau Board of Director Minutes February 10, 2025, Regular Meeting.**

Motion: Upon a motion made by Board Member Puron and seconded by Board Member Terrell to approve the February 10, 2025. The Board voted seven (6) for and none (0) against. The motion passed unanimously.

- 2. Receive a budget update on Tourism Fund**

Shelley Goodwin, City Secretary, provided an update on the Tourism Funds.

3. Receive a Sales Tax and Hotel Occupancy Tax Update.

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

4. Receive a proposed CVB Marketing Plan for March-September 30, 2025, from Kelly deSchaun.

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

Both Agenda Items were held together.

Kelly deSchaun provided two budget spreadsheets and highlighted the following:

- Paid Channel Advertisings
- Website development
- Content Creations

Members of the board discussed the following:

- Kiii3
- Channel 6
- Billboards
- Presenting to the CC
- When searching other websites for hotels, Rockport attractions when get lumped in. Market our neighborhoods' visitor.
- Expedia and Trip Advisor are constantly updated and own advertisers.
- Better metrics online than a billboard
- Star Report
- Website and Social Media put money and impacting the Athenritham
- Start on social media; oversight and SimpleView
- Media buy
- Link different and in bedded
- Beach and wedding part of the portal of SimpleView
- Convention Recruitment
- Difference between the two plans
- Timeframe for marketing
- Different campaigns
- Benefits of the Google Ad campaign
- Management Fee
- SimpleView website tracking

Karl Hattman reviewed the Tour Texas website and the other Texas Highway Ads.

Motion: Upon a motion made by Board Member Day and a seconded by Board Member Terrell, to approve both Marketing Plans and go to the City Council to request an additional \$200,000 so the larger Market Plan can be implemented, if not then the Board can fall back on the lower Plan approve. The Board voted seven (6) for and zero (0) against. The motion passed unanimously.

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

Kelley deShaun recommended a process and timeline

- Send questions to several candidates
- Then select the top 6-7 applicants to be interviewed by 3 City Staff via Zoom
- Then narrow down 3 or 4 to be interviewed by the City Manager and the hiring team

The Board Member agreed by consensus that the members of the hiring team will be made up of Board Members Bhakta and Day and Vanessa Shrauner. City Manager

7. Discuss data needs and schedule AirDNA proposal presentation and provide directions to staff.

Kelly deShaun discussed AirDNA and provided insight on what this platform does. Kelly recommends setting up a date for a learning session to learn more about the process of the website. She also noted that a resident pointed out that the City currently has RentalScape who they believe provides the same services

Chairman Griffin stated they will bring this agenda back with more information on what RentalScape can do.

V. ANNOUNCEMENTS OF UPCOMING EVENTS

8. Members of the Convention and Visitor Bureau Board and City staff will announce upcoming events.

Board Member Day provided an update:

- Smithsonian event, stated very successful opened every day, traffic every day.
- Rockport Fulton Art Colin Documentary won 1st place at the Austin Film Festival.
- Ryan Picarazzi at the District Merchant Meeting regarding the lights and stated they will be replaced this week.
- Shelley Goodwin presented SimpleView to the merchants, it was great and a good introduction.
- Vice Chair, Bhakta and she will be meeting with Corpus Management District Downtown.
- Becky Mayers has started working for the Eagle 104.5 Radio Station. Consider what option she offers from a radio standpoint.

Keith Barrett, Ex Officio Member announced the following:

- Oysterfest stated parking was an issue.
- Reminded everyone that the Crawfish festival was this weekend.
- He also stated the beach numbers are about average now that the weather is getting better.

Shelly Stuart, Ex Officio Member announced the following:

- State of the Chamber Breakfast is coming up on March 24th
- Rockport Fulton Night at the Hooks April 10th
- Business Expo April 24th
- Looking for a Hummingbird Chairman
- Looking for volunteers to assist with 5k and 10k run for the Rockport Fulton Fire Department.

- Governor Small Business Summit July 10th

Chairman Griffin announced the following:

- Rockport Songwriter Association will have a presentation at the stage under the tent May 16th.
- Guy Clark presentation on May 9th at 4 p.m.

VI. FUTURE AGENDA ITEMS

- 9. Members of the Convention and Visitor Bureau Board will provide agenda items that they want to be discussed at the next meeting scheduled for April 14, 2025, at 10:00 a.m.**

Board Members provided the following items for the April 14, 2025, Agenda:

- Retrieving Zip codes from where people are booking hotels from (Expedia and etc...)
- HOT recommendation and were coming from and want to participate in the process
- Want to make sure RentalScape and AirDNA
- Want to see the projected Budget and Culmative Budget

VII. ADJOURN

With no other business Chairman Griffin adjourned the March 10, 2025, meeting at 11:38 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: April 14, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the Tourism Marketing Financial Report as of April 10, 2025

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Presentation

CAPTION:

Receive an update on the Sales Tax and Hotel Occupancy Tax Report

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Presentation

CAPTION:

Discussion on the 2025 amended Marketing Plan

SUMMARY:

Rockport City Council approved additional funding for the pre-season marketing campaign from March to end of September 2025. The attached document represents authorized categories. Several contracts are already underway and committed for the year.

The media management company contracted to oversee various aspects of the pre-season campaign will present and listen to feedback.

BACKGROUND:

These additional resource allows for a total expenditure of \$250,000 for marketing, public relations, and development of 'owned' online assets, graphic assets, and social media handles.

The task of overseeing advertising, creative design, graphic asset creation, and content development was awarded to local media management company Persona Digital Marketing. Karl Hatman will provide the Commission an overview of his approach, timelines, sub-contractors and aspirations for the campaign.

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Marketing to improve tourism

ATTACHMENTS:

1. Council approved 2025 CVB Marketing Request for Council.xlsx - Ideal Budget

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025

approved by Rockport City Council 4/2025

Total Marketing budget request for FY 2025	\$250,000.00
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AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Presentation

CAPTION:

Discussion on an Online Travel Agent proposal

SUMMARY:

Online Travel Agents are platforms that provide and book travel products. TripAdvisor is one of the largest OTAs offering destination marketing opportunities.

OTA opportunities allow for significant market targeting based on big data collected by companies, and provide important insight during the campaign. Management of the OTA platform allows for 'in-campaign' adjustments based on productivity and multilayered approaches.

The 2025 Amended Marketing Plan allocated \$24,000 OTA marketing. The platform will require day-to-day management by a City of Rockport representative.

BACKGROUND:

An executive overview of TripAdvisor target markets, audiences, and products is attached. A live demonstration of the 'self-service' platform will be provided at the Commission meeting with the aim of identifying how to operationalize the advertising opportunity.

FUNDING SOURCE:

Hotel Occupancy Tax

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

1. Tripadvisor Overview 2025 - Rockport

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025

Tripadvisor is the world's biggest and most preferred travel company.

190

Countries
across the globe

490M

Monthly
Unique Visits

1B

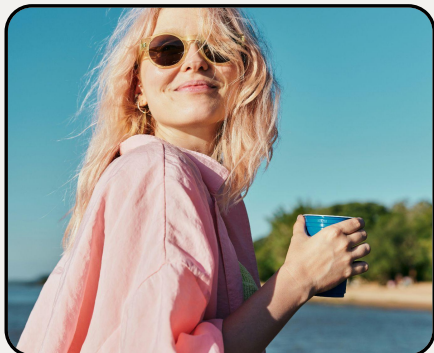
Consumer
reviews +
moments

20+

Years of
Brand-Safe
Environment

#1

In trust for
travel information



We tap into *affluent audiences* across all generations

- 44% Male | 55% Female
- 172 Index: \$200K+
- 165 Index: Postgraduate Degree
- 59%: Married

15%

Generation Z

24%

Millennials

33%

Generation X

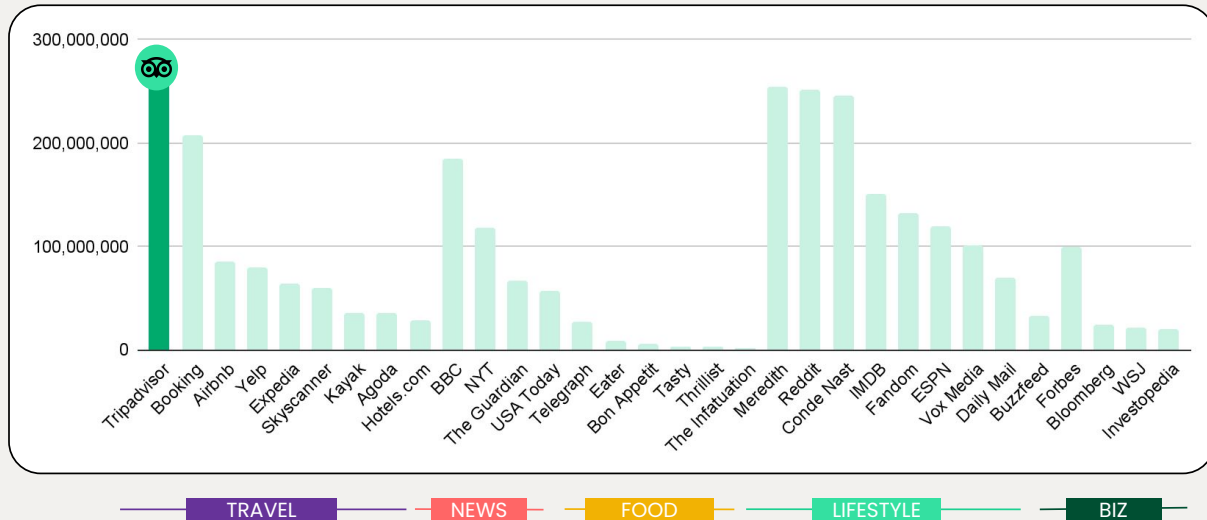
26%

Baby Boomers



We proudly sit on top

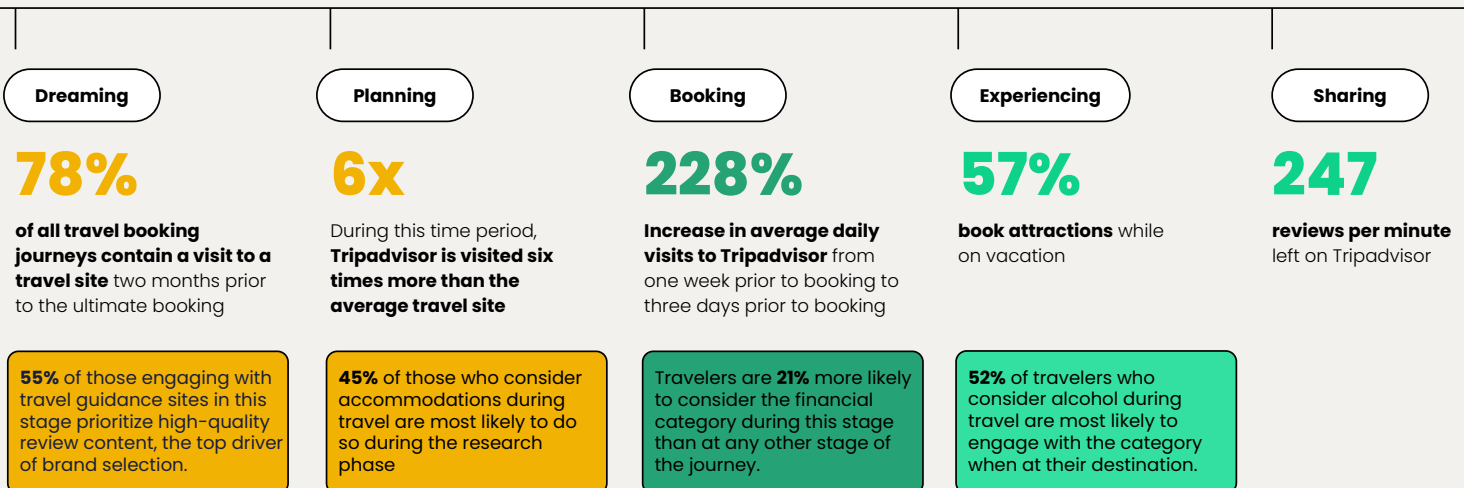
For good reason.



Source: SimilarWeb, June 2024

When it comes to the travel journey, we reach consumers **at every stage.**

Tripadvisor's engagement is **more than double the travel and tourism average** during this phase



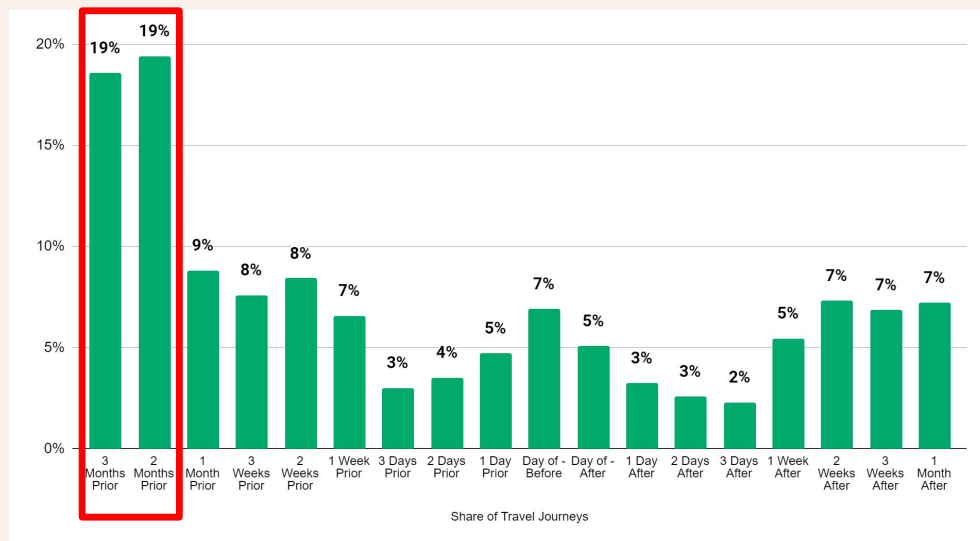
Source: Tripadvisor, US Path to Purchase 2023

Have influence
before decisions are
made.

In the travel planning journey,
Tripadvisor has the largest share
of travelers in the earliest stages
of travel planning.

As a destination, this gives you a
greater share of influence on
travelers who have yet to decide
where they're going.

Share of Journeys with Tripadvisor Visits



*Source: Similarweb & Tripadvisor; Path to Purchase Study; March 2023



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Action Item

CAPTION:

Discussion on the Rockport Tourism Development Plan

SUMMARY:

Review and provide guidance on 80% of completed one and three year work plans.

BACKGROUND:

In January 2025 the City of Rockport contracted Kelly deSchaun, Free Dog Enterprises, LLC to develop three separate deliverables; community vision & three year development plan, one year priority plan, and a tourism orientation module for outreach and CVB onboarding.

FUNDING SOURCE:

Hotel Occupancy Tax

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Marketing to improve HOT

ATTACHMENTS:

1. Rockport 80% Tourism Development Plan

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025

**Tourism Development Deliverables
City of Rockport, Texas
2025**

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- Social Media Handles, Committee & Campaigns
- Visitor Services & Inquiry Fulfillment
- Arts & Culture Funding Allocations
- CVB Marketing Manager

Destination Values and Vision

- Comparable Destinations
- Key Performance Indicators

Mid to Longterm Tourism Development Plan

City of Rockport CVB Areas of Management

- Marketing & Sales
 - Paid Advertising
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 - Meetings, Incentives, Conferences, & Events (MICE)
- Visitor Services & Experience Management
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- Market Research & Data Analytics
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- Funding

Annexes

- Methodology



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Presentation

CAPTION:

Discussion on Rockport comparable destinations, traits, markets, and key performance indicators

SUMMARY:

Review destinations and engage in conversation about the traits, natural characteristics, commonalities and potential to serve as one of five final comparative destinations for continuing the bench-marking.

BACKGROUND:

In February 2025 the Rockport CVB Commission undertook an exploratory exercise to identify exemplary destinations inside and outside of Texas that are or could be a benchmark for comparison. This exercise is conducted to understand natural characteristics, product development, market segments, and common data points.

FUNDING SOURCE:

Hotel Occupancy Tax

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Marketing to improve HOT

ATTACHMENTS:

None

APPROVAL/REVIEW:

Date: April 11, 2025

Vanessa Shrauner, City Manager



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Presentation

CAPTION:

Members of the Convention and Visitor Bureau Board and City staff will announce upcoming events

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: April 14, 2025

CATEGORY: Presentation

CAPTION:

Members of the Convention and Visitor Bureau Board will provide agenda items to be discussed at the next meeting scheduled for May 12, 2025

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: April 11, 2025