



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, MAY 12, 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, May 12, 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. 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. OTHER ACTION ITEMS AND UPDATES

1. Receive the following monthly updates:
 - i. Tourism Fund
 - ii. Sales Tax and Hotel Occupancy Tax
 - iii. Marketing Plan
 - iv. SimpleView (Shelley Goodwin, City Secretary)
2. Receive and discuss future monthly performance reports (Shelley Goodwin, City Secretary)

V. ANNOUNCEMENTS

3. Citizen Tourism Workshop (May 28th at 11:00 a.m.) (Shelley Goodwin, City Secretary)
4. Announcement of learning session on AirDNA for CVB Commission (Shelley Goodwin, City Secretary)
5. The next Regular Meeting is scheduled for Monday, June 9, 2025, at 10:00 a.m. at the Rockport Service Center (Shelley Goodwin, City Secretary)
6. CVB Board members provide updates on local events (Shelley Goodwin, City Secretary)

VI. EXECUTIVE SESSION

The Convention and Visitor Bureau will recess its open meeting and reconvene in Executive Session pursuant to: Note 1: Texas Government Code § 551.074, Personnel Matters

7. Discuss the appointment, interview, or evaluation, specifically the Tourism Manager⁽¹⁾ (Shelley Goodwin, City Secretary)

VII. BUSINESS ITEM

The City Council will reconvene into Regular Session upon the conclusion of the Executive Session; the City Council may take action on any item posted in the Executive Session as necessary.

VIII. FUTURE AGENDA ITEMS

8. The Board Members and staff will provide directions to add items on future agendas (Shelley

Goodwin, City Secretary)

IX. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 9:58 a.m. on May 9, 2025, on the bulletin board of the City of Rockport Service Center, 2751 S. H. 35 Bypass, Rockport, Texas 79382.

Shelley Goodwin, TRMC/MMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: May 12, 2025

CATEGORY: Presentation

CAPTION:

Receive the following monthly updates:

- i. Tourism Fund
 - ii. Sales Tax and Hotel Occupancy Tax
 - iii. Marketing Plan
 - iv. SimpleView
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Date: May 09, 2025

Vanessa Shrauner, City Manager



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: May 12, 2025

CATEGORY: Presentation

CAPTION:

Receive and discuss future monthly performance reports

SUMMARY:

This agenda item proposes to standardize the monthly reporting process and solicit feedback from Commission members as to which aspects of the data should be reported monthly.

Many of these datapoints have historically been shared, or are being shared by members of the CVB Commission.

BACKGROUND:

Because travel is a discretionary spending item, the industry is a reflection of the general welfare of the country and state. In order to leverage the benefits of tourism, as well as minimize the downsides, regular performance reporting is essential. The City and partners manage many important datapoints that when shared regularly will assist in understanding Rockport's seasonality, origin markets, and price point in comparison to other destinations.

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

Receive performance reports from the following agencies:

- CVB Tourism Manager (when installed): RentalScape, Smith Travel Report, HOT Collections, Beverage tax, website engagement, social media engagement.
- Ad Persona Media Manager: Ad spend, engagement, impressions, general updates
- Navigation District: Monthly Beach User passes (compared to last year), fairground events booked
- The ROCC: Monthly Report on bookings

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Vanessa Shrauner, City Manager

Date: May 09, 2025



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: May 12, 2025

CATEGORY: Action Item

CAPTION:

Announcement of learning session on AirDNA for CVB Commission

SUMMARY:

AirDNA is a data provision company that specializes in short term rental occupancy and ADR (average daily rate), competitive destination comparisons, and unit counts within a community. Data is provided weekly and gives insight as to the local industry performance, as well as other competitive destinations.

A presentation on the platform offer will be offered informational purposes only, either:

- Thursday, May 15 at 11:00, or
- Wednesday, May 28 at 3:30.

BACKGROUND:

The City of Rockport currently holds a contract with Rentalscape. Rentalscape is a technology platform specifically designed to assist cities in enforcing short-term rentals ordinances, managing registrations, and collecting hotel occupancy tax payments. “The company focuses on creating a comprehensive data platform that processes both private and public data streams, ensuring short-term rental managers and Airbnb hosts are held accountable.” - per website.

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

An analysis of the City’s needs regarding tax compliance, data collection, and costs should be conducted. The two software purchases provide similar but distinct products.

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Date: May 09, 2025

Vanessa Shrauner, City Manager



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: May 12, 2025

CATEGORY: Presentation

CAPTION:

Discuss the appointment, interview, or evaluation, specifically the Tourism Manager ⁽¹⁾

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

ATTACHMENTS:

None

APPROVAL/REVIEW:

Date: May 09, 2025

Vanessa Shrauner, City Manager