



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, JUNE 23, 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 vacant
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, June 23, 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. OTHER ACTION ITEMS AND UPDATES

1. Consider the approval of the May 12, 2025, Regular Meeting minutes (Shelley Goodwin, City Secretary)
2. Receive the following updates:
 - i. Tourism Fund
 - ii. Sales Tax Collections
 - iii. Hotel Occupancy Tax Collections
 - iii. Marketing Plan
 - iv. SimpleView
 - v. Social Media

(Nannette Eiland, CVB Tourism Manager)
3. Receive and discuss future monthly performance reports:
 - i. Navigation District: Monthly Beach user passes, car counts (compared to last year), and airground events booked
 - ii. The ROCC: Monthly Report on bookings
 - iii. The Visitor Center: Monthly visits and information provided to visitors (Nanette Eiland, CVB Tourism Manager)
4. Presentation on a 3 year recommended Work Plan (Kelly deSchaun, Tourism Consultant)
5. 2026 Initial Media Plan Budget (Nannette Eiland, CVB Tourism Manager)
6. Announce a Hotel/STR Workshop (Nannette Eiland, CVB Tourism Manager)
7. Announcement of Hotel Occupancy Tax Grant important dates:
 - i. June 24th at 5:00 p.m. City Council discussion on changes and approval of deadline.
 - ii. June 26th and June 30th at 2:00 p.m. HOT Orientation
 - iii. July 18th at 5:00 p.m. HOT Grant Applications due (Nannette Eiland, CVB Tourism Manager)
8. CVB Board members provide updates on local events (Nannette Eiland, CVB Tourism Managerr)
9. Consider providing topics for discussion at the next Regular Meeting, which is scheduled for Monday, July 14, 2025, at 10:00 a.m. at City Hall (Nannette Eiland, CVB Tourism Manager)

V. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 12:30 p.m. on June 19, 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