



**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

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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](mailto: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.



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Shelley Goodwin, TRMC/MMC  
City Secretary



# AGENDA MEMO

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**DEPARTMENT:** City Secretary

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Shelley Goodwin, City Secretary

**MEETING DATE:** June 23, 2025

**CATEGORY:** Action Item

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**CAPTION:**

Consider the approval of the May 12, 2025, Regular Meeting minutes

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**SUMMARY:**

**BACKGROUND:**

**FUNDING SOURCE:**

**FUNDING IMPACT:**

**STAFF RECOMMENDATION:**

**STRATEGIC INITIATIVES:**

**ATTACHMENTS:**

1. 2025 CVB Minutes 5-12-2025

**APPROVAL/REVIEW:**



**CONVENTION AND VISITOR BUREAU BOARD  
REGULAR MEETING MINUTES  
MONDAY, MAY 12, 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  
Keith Barrett, Nav. District Ex Officio Member

**Absent:**

Jeff Sjostrom, ACEDC President/Ex Officio Member  
Shelly Stuart, Chamber President/Ex Officio Member

**City Staff Present:**

Shelley Goodwin, City Secretary  
Reagan Lauterbach, Assistant City Secretary/Executive Assistant

**I. CALL TO ORDER AND ROLL CALL**

Craig Griffin, Chair, called the May 12, 2025, Convention and Visitor Bureau Board of Directors Meeting to order at 10:02 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. Receive the following monthly updates:**
  - i. Tourism Fund**
  - ii. Sales Tax and Hotel Occupancy Tax**
  - iii. Marketing Plan**
  - iv. SimpleView**

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

- Tourism Funding reflecting up until Mid-May 2025
- Sales Tax and Hotel Occupancy Tax reflecting through April 2025

Karl Hattman, provided an update on the following:

- Marketing plan: In Process
  - Hired a photographer for fresh content
  - SimpleView website on track
  - Interactive Map Designing
  - Community wide training sessions for businesses on SimpleView scheduled
  - Social Media accounts have been created, have not launched yet. (YouTube, Facebook, Instagram)
  - Setting up business portfolio called Meta for our Ads
  - Started filming short videos around the area

Advertisement that are rolling:

- Collaborated with Scripts Media Channel 6 Kris TV doing our Google Campaign, and streaming TV
- Coordinated with the Chamber of Commerce to track visits for now and to have a landing page for our visitors
- Designed multiple advertisement for Texas Highways and Tour Texas Campaigns
- Refined our logo
- 30 second short video content
- SimpleView:
  - SimpleView design part is done, the fonts, colors the overall look of the site

The Convention and Visitor Bureau then took up Agenda Item VI. Executive Session.

## **2. Receive and discuss future monthly performance reports**

Shelley Goodwin, City Secretary, stated Kelly DeShaun recommends at all future meetings that you get staff reports from CVB Tourism Manager, Persona Media Manager, Navigation District, The ROCC, and the Chamber of Commerce Visitor Center.

## **V. ANNOUNCEMENTS**

### **3. Citizen Tourism Workshop (May 28th at 11:00 a.m.)**

Shelley Goodwin, City Secretary, stated Karl Hattman had already mentioned this information early. That his workshop will be held at the Rockport Service Center in person and streaming live. She mentioned that this workshop will be recorded so you can go back and rewatch it if needed.

### **4. Announcement of learning session on AirDNA for CVB Commission**

Shelley Goodwin, City Secretary, stated that the learning session will be held Thursday, May 15<sup>th</sup> at 11:00a.m. This learning session will be held via zoom and she will let Board Members know once she has more information.

### **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, confirmed the next Regular Meeting to be held June 9, 2025, at 10:00a.m.

### **6. CVB Board members provide updates on local events**

Keith Barrett provides year to date beach pass sales from residents and from tourist who have

traveled here.

Summer Terrel stated the Reserves after hours will be Thursday, May 22<sup>nd</sup> from 5-6:30pm. There will be food, drinks and live music.

Craig Griffin provided an update on

- Texas Riders Association that happened May 2<sup>nd</sup>, stated that went well, well attended.
- May 9<sup>th</sup> was the Music Friendly City designation; the lady stated this is her favorite community she has come to and really feels the music coming.
- Los Tex Maniacs is this Friday, May 16.

Jennifer Day provided an update on:

- Babes on the Bay is this weekend
- She also gave an update on the Texas Historical Commission that was 3 weeks ago, stated it went great.
- Working on an Eco Summit June the 29<sup>th</sup> in partnership Heart Institution show casing the GLO projects that are near completion. As well as having a summit at the Aransas County Community Center, we will feature our next documentary that is over the Ecosystem.
- Mural Fest coming up August 11 through the 17<sup>th</sup>, weeklong event. 4-5 murals painted throughout the week.

Michael Ables provided an update on:

- Patron Party is May 22<sup>nd</sup>
- Wine Festival May 24<sup>th</sup> from 1pm- 11pm. Tickets are \$25.00.

Luis Puro provided an update on:

- Children's summer camp registration has kicked off May 1<sup>st</sup>
- Patron party is Thursday, July 3<sup>rd</sup>
- Art Festival is Saturday and Sunday July 5<sup>th</sup> and 6<sup>th</sup>

## **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**

Chairman Craig Griffin announced that the Convention and Visitor Bureau will go out of Regular Meeting into Executive Session at 10:45a.m.

Chairman Craig Griffin announced that the Convention and Visitor Bureau Board will go out of Executive Session and into the Regular Meeting at 11:04a.m.

## **VII. BUSINESS ITEMS**

The Board directed staff that after a group of three members meet with the top candidate for lunch, they will provide guidance on the next steps.

## **VII. ADJOURN**

With no other business Chairman Griffin adjourned the May 12, 2025, meeting at 11:27 a.m.

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Craig Griffin  
CVB Board Chair

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Shelley Goodwin, TRMC/MMC  
City Secretary



# AGENDA MEMO

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**DEPARTMENT:** City Manager

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Nannette Eiland, CVB Tourism Manager

**MEETING DATE:** June 23, 2025

**CATEGORY:** Presentation

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**CAPTION:**

Receive the following updates:

- i. Tourism Fund
- ii. Sales Tax Collections
- iii. Hotel Occupancy Tax Collections
- iii. Marketing Plan
- iv. SimpleView
- v. Social Media

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**SUMMARY:**

**BACKGROUND:**

**FUNDING SOURCE:**

**FUNDING IMPACT:**

**STAFF RECOMMENDATION:**

**STRATEGIC INITIATIVES:**

**ATTACHMENTS:**

None

**APPROVAL/REVIEW:**

Date: June 19, 2025

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Shelley Goodwin, City Secretary



# AGENDA MEMO

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**DEPARTMENT:** City Manager

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Nanette Eiland, CVB Tourism Manager

**MEETING DATE:** June 23, 2025

**CATEGORY:** Presentation

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**CAPTION:**

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
- 

**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:

- Navigation District: Monthly Beach User passes (compared to last year), fairground events booked
- The ROCC: Monthly Report on bookings
- The Visitor Center

**STRATEGIC INITIATIVES:**

**ATTACHMENTS:**

None

**APPROVAL/REVIEW:**



# AGENDA MEMO

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**DEPARTMENT:** City Manager

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Kelly deSchaun, Tourism Consultant

**MEETING DATE:** June 23, 2025

**CATEGORY:** Action Item

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**CAPTION:**

Presentation on a 3 year recommended Work Plan

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**SUMMARY:**

Planning discussion on short and midterm priorities for tourism development.

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**BACKGROUND:**

The contracted scope of work with Kelly deSchaun included three deliverables:

- Aspirational vision for the City of Rockport to guide the CVB Tourism Advisory Board discussions, budgets, & recommendations over a three year period, and
- One year work plan for implementation by City staff, and
- City of Rockport Tourism Module for community & volunteer outreach.

The one year and three year plans are 80% finalized and will be presented for feedback from the CVB Commission.

**FUNDING SOURCE:**

**FUNDING IMPACT:**

**STAFF RECOMMENDATION:**

**STRATEGIC INITIATIVES:**

**ATTACHMENTS:**

None

**APPROVAL/REVIEW:**



# AGENDA MEMO

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**DEPARTMENT:** City Manager

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Nannette Eiland, CVB Tourism Manager

**MEETING DATE:** June 23, 2025

**CATEGORY:** Action Item

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**CAPTION:**

2026 Initial Media Plan Budget

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**SUMMARY:**

Initial planning discussions around the 2025-2026 media plan budget (advertising, media relations, and CVB social media channels & website).

**BACKGROUND:**

The creation and development of a media plan is best organized in three areas of action; paid advertising, earned public relations, and owned media channels.

Paid advertising, earned, and owned media is at the heart of a media plan and should be supported by a minimum of **1% of all collected taxes, or 15% of city collected taxes.**

**Build media budget alternatives for 2025/ 2026** based on a full-year calendar of expenditures. Budget scenarios, alternatives for partial funding and full funding based on participation from Fulton and Aransas County are easy to develop. The most important item is to **‘be prepared!’ for City budget discussions.**

Good **marketing and advertising is based on an annual calendar of target market opportunities, local product and event offerings, seasonal opportunities**, and regular long weekends and holidays. **The plan is launched BEFORE the season/ event** based on market information determining ‘pace’ or the rate at which visitors are booking-for example, Spring Break advertising runs 45-60 days in advance of event. Know the pickup pace to schedule annual calendar deployment.

**Annual Planning Calendar**  
**(Key dates, seasons, and events)**

| JANUARY                                                | FEBRUARY      | MARCH                                |
|--------------------------------------------------------|---------------|--------------------------------------|
| Winter Texan Appreciation Day<br>Gospel Music Festival | Winter Texans | Spring Break<br>Whooping Crane Strut |
| APRIL                                                  | MAY           | JUNE                                 |

|                  |                   |                     |
|------------------|-------------------|---------------------|
| Spring Migration | Babes on the Bay  | Summer              |
| Studio Tour      | Festival of Wines |                     |
| Kite Festival    |                   |                     |
| <b>JULY</b>      | <b>AUGUST</b>     | <b>SEPTEMBER</b>    |
| 4th of July      | Summer            | Memorial Day        |
| RAC Annual       |                   | Hummerbird Festival |
| <b>OCTOBER</b>   | <b>NOVEMBER</b>   | <b>DECEMBER</b>     |
| Fall Migration   | Thanksgiving      | Holidays            |
| Seafair          | Film Festival     | Tropical Christmas  |

Additional events to consider include: Market Days, Farmers Market, Austin Street Art Walk, hunting, and fishing seasons (or peak fishing times).

**FUNDING SOURCE:**

**FUNDING IMPACT:**

**STAFF RECOMMENDATION:**

**STRATEGIC INITIATIVES:**

**ATTACHMENTS:**

None

**APPROVAL/REVIEW:**



# AGENDA MEMO

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**DEPARTMENT:** City Manager

**TO:** Convention and Visitor Bureau Board Members

**FROM:** Nannette Eiland, CVB Tourism Manager

**MEETING DATE:** June 23, 2025

**CATEGORY:** Presentation

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**CAPTION:**

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
- 

**SUMMARY:**

**BACKGROUND:**

**FUNDING SOURCE:**

**FUNDING IMPACT:**

**STAFF RECOMMENDATION:**

**STRATEGIC INITIATIVES:**

**ATTACHMENTS:**

None

**APPROVAL/REVIEW:**

Date: June 19, 2025

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Vanessa Shrauner, City Manager