



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
MONDAY, OCTOBER 20, 2025 - 10:00 AM
ROCKPORT CITY HALL
212 N LIVE OAK
ROCKPORT, TEXAS 78382

Board Member Michael Ables
Board Member Jatin Bhakta
Board Member Jennifer Day
Board Member Craig Griffin

Board Member Karen Ernst
Board Member Shelley Sammons
Mayor Pro Tem Andrea Hattman
Vanessa Shrauner, City Manager

Notice is hereby given that Rockport Convention and Visitor Bureau Board will hold a Regular Meeting on Monday, October 20, 2025, at 10:00 AM. The meeting will be held in person in the Council Chambers in City Hall, 212 N. Live Oak, Rockport, Texas 78382. 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 following Minutes:
 - i. July 14, 2025, Regular Meeting
 - ii. September 22, 2025, Regular Meeting

(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 updates on attendance and overnight stays for the following events:
 - i. Hummerbird
 - ii. SeaFair (Nannette Eiland, CVB Tourism Manager)

4. CVB Board members provide updates on local events. (Nannette Eiland, CVB Tourism Manager)

5. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, November 10, at 10:00 am at City Hall (Nannette Eiland, CVB Tourism Manager)

V. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 3:45 p.m. on October 14, 2025, on the bulletin board of the City of Rockport City Hall, 212 N. Live Oak, Rockport, Texas 78382.



Shelley Goodwin, TRMC/MMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Secretary

TO:

FROM: Shelley Goodwin, City Secretary

MEETING DATE: October 20, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the following Minutes:

- i. July 14, 2025, Regular Meeting
 - ii. September 22, 2025, Regular Meeting
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

- 1. 7-14-25 minutes
- 2. 9-22+25 minutes

APPROVAL/REVIEW:



**CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
MONDAY, JULY 14, 2025 - 10:00 AM
ROCKPORT SERVICE CENTER
212 N. LIVE OAK
ROCKPORT, TEXAS 78382**

Present:

Criag Griffin, Chair
Jatin Bhakta, Vice Chair
Jennifer Day, Board Member
Michael Abel, Board Member
Karem Ernst, Board Member
Vanessa Shrauner, City Manager/Ex Officio Member

Absent:

Vacant, Board Member
Andrea Hattman, Mayor Pro Tem/Board Member
Jeff Sjostrom, ACEDC President/Ex Officio Member
Shelly Stuart, Chamber President/Ex Officio Member
Vacant, Navigational District

City Staff Present:

Nannette Eiland, Tourism Manager
Brittany Aguire, Parks and Recreation Director
Reagan Lauterbach, Executive Assist./Assist. City Secretary
Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

Craig Griffin, Chair called July 14, 2025, Convention and Visitor Bureau Board of Directors Meeting to order at 10:00 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. Consider the approval of the Convention and Visitor Bureau Board Regular Meeting Minutes from June 23, 2025

Motion: Upon a motion by Vice Chair Bhakta and a second by Board Member Day, to approve the Minutes from June 23, 2025, CVB Regular Meeting, with the corrections to the spelling of Board Member Abel name. The CVB Member took the following vote:

Criag Griffin, Chair	aye
Jatin Bhakta, Vice Chair	aye

Jennifer Day, Board Member	aye
Michael Abel, Board Member	aye
Karen Ernst, Board Member	aye

The CVB voted five (5) ayes and none (0) nays. The motion passed unanimously.

2. Receive the following updates:

i. Tourism Fund

Nannette Eiland, CVB Tourism Manager, stated she would email them the Fund Balance.

ii. Sales Tax Collections

iii. Hotel Occupancy Tax Collections

Nannette Eiland, CVB Tourism Manager, reviewed the recent Sales Tax and Hotel Occupancy Tax Collections.

iii. Marketing Plan

iv. SimpleView

v. Social Media

Karl Hattman, Personna Marketing, reviewed the Marketing Plan, SimpleView and Social Media Report. He also noted that the Board was sent the entire report. He also reviewed the campaigns he is currently working on.

3. Receive and discuss future monthly performance reports:

- i. Navigation District: Monthly Beach user passes, car counts (compared to last year)**
- ii. The ROCC: Monthly Report on bookings**
- iii. The Visitor Center: Monthly visits and information provided to visitors**

The Navigation District was not present to provide a report.

Darryl Meadows, ROCC, reviewed the reservations for June (13) and July (14).

Shelly Stuart, President of Chamber, she noted that the Visitor Center has had about 80% of the visitors came to town. She reviewed the Governor Summit and the upcoming visit with Congressman Michael Cloud.

Shelley Goodwin, City Secretary, stated Congressman Cloud will be coming to Rockport on August 14th for a roundtable discussion with the County, City of Fulton, Rockport ISD, and City of Rockport. She said he is scheduled to be in Rockport for about an hour and a half.

4. Presentation and possible action on a 1, 3 and 5 year recommended Work Plan

Kelly deSchaun, Tourism Consultant, provided the attached PowerPoint laying out the future Work Plan of the CVB.

5. Discuss the resignation of Board Member Terrell and provide directions on the position

Nannette Eiland, CVB Tourism Manager, stated that Board Member Terrell has resigned. She noted that this position is a Chamber representative so they will need to provide a candidate for the City Council to appoint.

6. CVB Board members provide updates on local events

Chair Griffin spoke about the upcoming Songwriter Event schedule for November 5-9, 2025.

Board Member Day spoke about the upcoming Mural Fest scheduled for August 11-16, 2025.

Board Member Ables and Ernst both reported on their summer camps.

7. Consider providing topics for discussion at the next Regular Meeting, which is scheduled for Monday, August 11, 2025, at 10:00 a.m. at City Hall

Chair Griffin announced the next Regular Meeting is scheduled for Monday, August 11, 2025, at 10:00 a.m. at City Hall.

V. ADJOURN

With no other business Chairman Griffin adjourned the July 14, 2025, Convention and Visitor Bureau Board of Directors Meeting at 11:56 a.m.

Craig Griffin
CVB Board Chair

Shelley Goodwin, TRMC/MMC
City Secretary



City of Rockport
CONVENTION AND VISITOR BUREAU
BOARD MEETING MINUTES
MONDAY, SEPTEMBER 22, 2025 ~ 10:00 A.M.
ROCKPORT CITY HALL
212 N. LIVE OAK
ROCKPORT, TEXAS 78382

Board Members Present:

Vice Chairman Jatin Bhakta
Board Member Jennifer Day
Board Member Michael Ables
Board Member Shelley Sammons
Board Member Karen Ernst

Board Members Absent:

Mayor Pro Tem Andrea Hattman
Chairman Craig Griffin

City Staff and Ex-Officio Members Present:

Vanessa Shrauner, City Manager, Ex Officio Member
Shelly Stuart, Chamber President, Ex Officio Member
Reagan Lauterbach, Asst. City Secretary/Executive Asst.
Nannette Eiland, Tourism Manager
Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

September 22, 2025, Regular Meeting was called to order at 10:00 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Vice Chairman Jatin Bhakta led the Pledge Allegiance.

III. CITIZENS TO BE HEARD

No one wished to speak.

IV. OTHER ACTION ITEMS AND UPDATES

1. Consider the approval of the following Minutes:

- i. August 11, 2025, Regular Meeting**
- ii. September 11, 2025, Regular Meeting**

Shelley Goodwin, City Secretary, stated September 11, 2025, Minutes need to be pulled since the wrong date was posted.

Motion: Upon a motion made by Board Member Ernest and a second by Board Member Ables to approve August 11, 2025, Regular Minutes. The Board voted unanimously; five (5) for and none (0) against.

2. Receive the following updates:

i. Tourism Fund

Nannette Eiland, CVB Tourism Manager, reviewed the fund as of today and stated their was a balance of \$57,818.16.

ii. Sales Tax Collections

Nannette Eiland, CVB Tourism Manager, reported the Sales Taxes were up for the August report, which is July activities, however we are down \$283,553.00 for the year.

iii. Hotel Occupancy Tax Collections

Nannette Eiland, CVB Tourism Manager, reviewed the Hotel Motel Tax Revenue and stated August which reflects July activities. She reported that we had a slight increase but we are still down \$71,805.00 for the year.

iii. Marketing Plan

Nannette Eiland, CVB Tourism Manager, reported that she plans to continue implementing the Marketing Plan previously discussed, with the addition of conventions and conferences to help put Rockport-Fulton on the map for planners, visitors, and other audiences. She noted that she met with representatives from the Texas Municipal Clerks Association, who expressed interest in holding a conference or training event in Rockport-Fulton during the 2026 off-season. She also met with a PR company that organizes group trips, which could provide valuable opportunities for the area, and is currently awaiting cost information.

iv. SimpleView

v. Social Media

Karl Hattman with Persona Marketing reported on the following:

- **Media Recognition:** Mural Fest was featured on KIII-TV, and Rockport was highlighted in a *World Atlas* article.
- **Social Media:** *Explore Rockport-Fulton* Instagram and Facebook accounts reached a combined total of 23,488 followers as of September 15.
- **Coastal Living TV:** The *HummerBird* segment aired, with two additional appearances remaining.

- **Google Campaign:** Reported a 289% increase in performance.
- **Advertising Campaigns:** The *HummerBird Festival* was incorporated into current efforts, and work is underway on *SeaFair* promotions.
 - Additional photo and video shoots are being conducted throughout the community.
- **Simpleview Collaboration:** Content collection is in progress.
 - **Launch:** Scheduled for October 15.
 - **Training:** Currently wrapping up staff training.

3. Review data generated by the following events:

i. Smithsonian

Board Member Day presented the *Texas Historical Commission Report* prepared by Datafy, reflecting activity within the Rockport Cultural Arts District from January 1 through March 15, 2025. She reviewed the selected area, which included IH 35, Market Street to the bay, and the Navigation District to East Laurel Street. The report highlighted both city and state visitor data, as well as trip information for the reporting period.

Nannette Eiland, CVB Tourism Manager, reviewed the *Placer.ai Report* for the same time period (January–March 15, 2025) focused on the area where the Smithsonian exhibit was held. She also provided an overview of:

- Event trend visits
- Visitor origins
- Favorite places to visit
- Foot traffic patterns of visitors

She also reviewed the same items from the *Placer.ai Report* for the Navigation District Fairgrounds from July 2-6, 2025.

ii. WineFest

Board Member Ables stated this year was very eventful and they had large crowds and they are working on the 2026 WineFest.

iii. Mural Fest

Nannette Eiland, CVB Tourism Manager, stated this item will need to be postponed until final numbers are in.

4. 2026 Initial Media Plan Budget

Nannette Eiland, CVB Tourism Manager, reviewed 2026 Media Budget.

The Board Members discussed the following:

- Off-season marketing
- Possibly broadening the target area
- Collaborating with others

5. CVB Board members provide updates on local events.

Board Member Ernst reviewed the following upcoming October events:

- Art Walk – Second Saturday of the month
- 19th Annual Rockport Film Festival – *October 31–November 2, 2025* at the Rockport Conference Center
- Two Tons of Steel – Tribute to Buddy Holly – *October 10* at the Rockport Conference Center
- Ballet Nepantla: Mística – *October 24* at the Rockport Conference Center

Board Member Ables reviewed the following Maritime Museum events:

- Pumpkin Decorating Contest – *October 14–30, 2025*
- Archaeology Day – *October 17, 2025*

Board Member Day reviewed the following Rockport Cultural Arts District events:

- Rockport-Fulton Market Days – *October 17–19, 2025*
- Halloween in the District – *October 25, 2025*

Shelly Stuart, Chamber President and Ex Officio Member, announced will be held SeaFair – *October 2–5, 2025*.

Nannette Eiland, CVB Tourism Manager, reminded everyone about the City Showcase on *October 22, 2025* at the Rockport Conference Center.

Brittany Aguirre, Parks and Recreation Director, shared the following events:

- Drive-Thru Tree Giveaway – *October 10* at Memorial Park
- National Night Out – *October 11* at Memorial Park
- Fall Festival – *October 18* at Memorial Park
- Fiesta in the Park – *November 1* at Celebration Plaza

6. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, October 13, at 10:00 am at City Hall

Vice Chairman Bhakta recommended moving the next meeting to October 20th due to Columbus Day. The Board agreed by consensus.

Jim Sanchez spoke regarding the promotion of tourism to attract second home ownership.

V. ADJOURN

Montion: Upon a motion to adjourn by Board Member Day and seconded by Board Member Ables, the September 22, 2025, Convention and Visitor Bureau Board of Directors Meeting at 11:15 a.m.

Craig Griffin
CVB Board Chair

Shelley Goodwin, TRMC/MMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: October 20, 2025

CATEGORY: Action Item

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

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

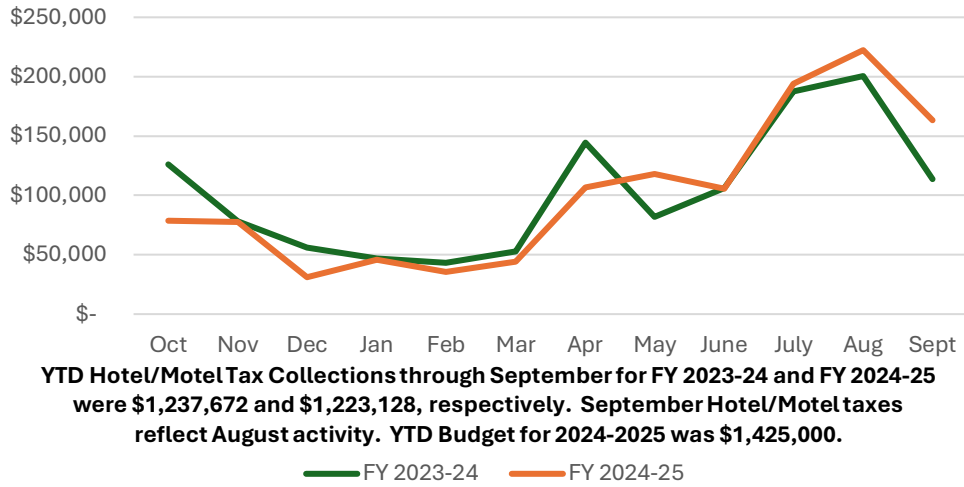
Action Item

ATTACHMENTS:

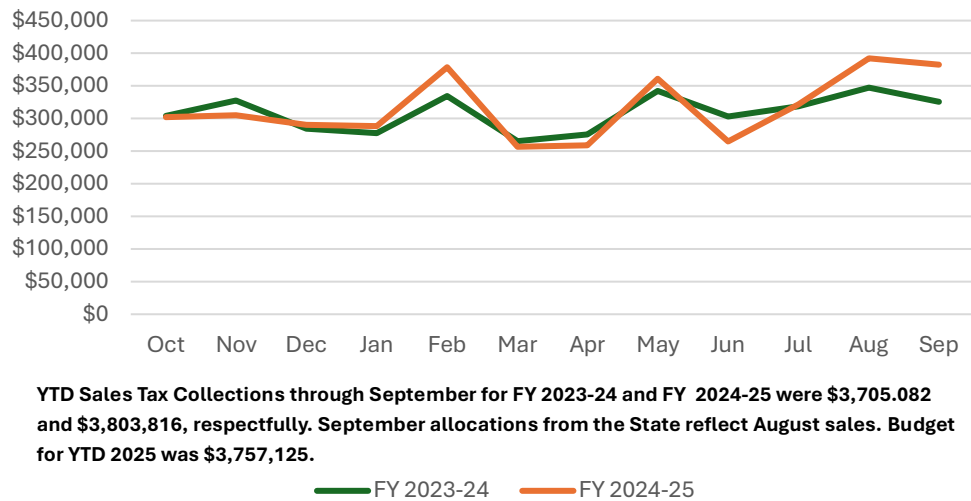
1. 09-25 CVB Monthly Chart

APPROVAL/REVIEW:

Hotel/Motel Revenues Through September



Sales Tax Revenues Through September





AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: October 20, 2025

CATEGORY: Presentation

CAPTION:

Receive updates on attendance and overnight stays for the following events:

- i. Hummerbird
 - ii. SeaFair
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: October 20, 2025

CATEGORY: Presentation

CAPTION:

CVB Board members provide updates on local events.

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: October 20, 2025

CATEGORY: Action Item

CAPTION:

Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, November 10, at 10:00 am at City Hall

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW: