



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
WEDNESDAY, DECEMBER 17, 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 Wednesday, December 17, 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 November 17, 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. Website Update
 - iv. Social Media Updates
 - vi. Placer AI
 - viii. Update on Destination Southwest (Nannette Eiland, CVB Tourism Manager)
3. CVB Board members provide updates on local events. (Nannette Eiland, CVB Tourism Manager)
4. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Wednesday, January 21, 2026, 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 3:20 p.m. on December 11, 2025, on the bulletin board of the City of Rockport City Hall, 212 N. Live Oak, 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: December 17, 2025

CATEGORY: Action Item

CAPTION:

Consider the approval of the November 17, 2025 Regular Meeting Minutes

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. CVB 11-17-2025

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: December 11, 2025



**CITY OF ROCKPORT
CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
MONDAY, NOVEMBER 17, 2025 - 10:00 AM
ROCKPORT CITY HALL
212 N LIVE OAK
ROCKPORT, TEXAS 78382**



Board Members Present:

Chairman Craig Griffin
Vice Chairman Jatin Bhakta
Board Member Jennifer Day
Board Member Michael Ables
Board Member Shelley Sammons (arrived at 10:10 a.m.)

Board Members Absent:

Mayor Pro Tem Andrea Hattman
Board Member Karen Ernst

City Staff and Ex-Officio Members Present:

Vanessa Shrauner, City Manager, Ex Officio Member
Jeff Sjostrom, EDC, 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

Craig Griffin, Chair called November 17, 2025, CVB Regular Meeting was called to order at 10:00 a.m. and announced that a quorum had been met.

II. PLEDGE OF ALLEGIANCE

Craig Griffin, Chair 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. July 14, 2025, Regular Meeting**
- ii. September 22, 2025, Regular Meeting**

iii. October 20, 2025, Regular Meeting

Motion: Upon a motion to approve by Jatin Bhakta, Vice Chair, and a second by Board Member Day to approve the following minutes:

- July 14, 2025, Regular Meeting
- September 22, 2025, Regular Meeting
- October 20, 2025, Regular Meeting

The Board voted unanimously; five (5) for and none (0) against.

2. Receive the following updates:

i. Tourism Fund

Nannette Eiland, CVB Tourism Manager, stated currently the Tourism Fund is being cleaned up and authorized items are being removed from this fund. She noted she will send out the updated Tourism Fund spreadsheet.

ii. Sales Tax Collections

Nannette Eiland, CVB Tourism Manager, stated the Sales Tax collected through October FY2024-2025 were \$302,314 and the FY 2025-2026 for October were up \$23,765.00 over October 2024. She also reviewed the 5 years chart of Sales Tax Collections.

iii. Hotel Occupancy Tax Collections

Nannette Eiland, CVB Tourism Manager, stated the Hotel/Motel Revenue for October 2024 was \$78,700 and for October 2025 is 82,729.00. She also reviewed the 5 years chart of Hotel Occupancy Tax Collections.

iii. Website Update

The Members expressed concern about aligning the calendar of events between different websites.

Nannette Eiland, CVB Tourism Manager, mentioned that Visit Rockport Fulton website should be the focus, not individual websites. She also noted that anyone receiving HOT Funds must use the CVB website and note it on all their printed material. She also discussed the following:

- Holiday content planning and a dedicated microsite for Christmas events
- Recording an orientation for users to add to the website
- Review the Marketing Plan related to websites and reels
- Visitor Guide flyer and an avenue to capture emails
- Television, media, and Coastal Living interviews recently for the film festival, Seafair, and Warbirds

iv. Social Media Updates

Karl Hattman reviewed the recent social media performance and video content. He also reviewed the December Social Media Plan.

Nannette Eiland, CVB Tourism Manager, reviewed the views of the recent City's Christmas post.

v. Influencer, Wesley Arredondo, exit interview

Karl Hattman stated he met with Wesley Arredondo and he had nothing negative to say, but he enjoyed Rockport and Fulton.

vi. Placer AI

Nannette Eiland, CVB Tourism Manager, reviewed the report for the different events.

Brianna Myers, EDC, explained the AI reports and how the information was gathered.

Jeff Sjostrom, EDC explained the size of area and zip codes for the area. He also reviewed the data for those passing through event and tracking time.

The members discussed the following:

- Texas Historical Commission data and compare
- Possible data from booking.com

vii. Meeting Incentive ideas

Darryl Meadows reviewed an incentive pay that he developed for the ROCC to draw people to hold meetings. He stated that he feels the CVB should provide a \$10,000 budget.

The Members reviewed the following:

- RFP process
- Welcome event
- Individual incentive

Jeff Sjostrom stated he would recommend creating a policy and putting it in place before making an offer.

viii. Geiger PR proposal

Nannette Eiland, CVB Tourism Manager, reviewed the Geiger PR proposal for December 6-9. She noted the tour group will be going to Fredericksburg and can stop by Rockport.

The Members discussed looking at other agencies and negotiate the cost for a better price.

Jeff Sjostrom stated he feels this is a great idea, but it is premature because we need to be armed with the information first.

ix. Propose to move meeting to another day of the week

Nannette Eiland, CVB Tourism Manager, stated she has been approached about moving the meetings to a different day than Monday.

The Board discussed the reasons for moving and agreed by consensus to move the meetings to the 3rd Wednesday of the month.

3. CVB Board members provide updates on local events.

Vice Chair Bhakta stated the Warbirds event was great and great for hotels.

Board Member Day provided the following update:

- Film Festival was Aransas: Living a Legacy was previewed; Humanitarian Spirit Award
- Caboose lights
- Christmas in the District

Board Member Sammons announced that Wednesday is the State the Chamber

Board Member Ables reported on the following:

- The hiring of a new museum courier
- Partnering with Christmas in the District
- December Maritime Ball

Chair Griffin provided the following:

- Bob Livingston will be performing in the listening room on December 6th
- 2026 Blues Festival will be a two-day event.

Board Member Ernst provided an update on the

Daryl Meadows, ROCC, provided an update on the Arts Center red carpet event held on October 31st and November 2nd. He also provided the following update for the Rockport Conference Center

- 43 events for 2025
- Working on RFP

Shelly Stuart, Chamber of Commerce, provided the following update:

- Visitor Center has something going every Saturday of December.
- Assisted with planning the Stop, Drop Run where there was a little over 112 participants.

Brittany Aguirre, Parks and Recreation Director, provided the following updates:

- Tropical Christmas Festival December 5th and the 6th
- Soccer League throwing a soccer tournament in the park on December 6th and 7th
- December 13th is Wreaths Across America.
- December 19th is Cookies and Carol's in the Celebration Plaza

4. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Monday, December 8, at 10:00 am at City Hall

Nannette Eiland, CVB Tourism Manager, announced the next meeting will be December 17th at 10:00 a.m. at City Hall.

IV. ADJOURN

With no other business Chair, Griffin closed November 17, 2025, Convention and Visitor Bureau meeting at 11:11 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: December 17, 2025

CATEGORY: Action Item

CAPTION:

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SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

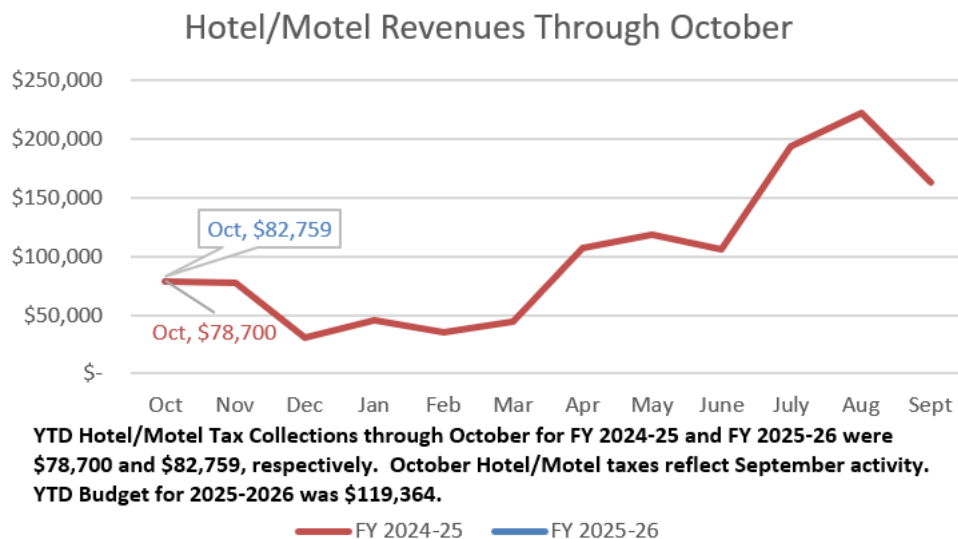
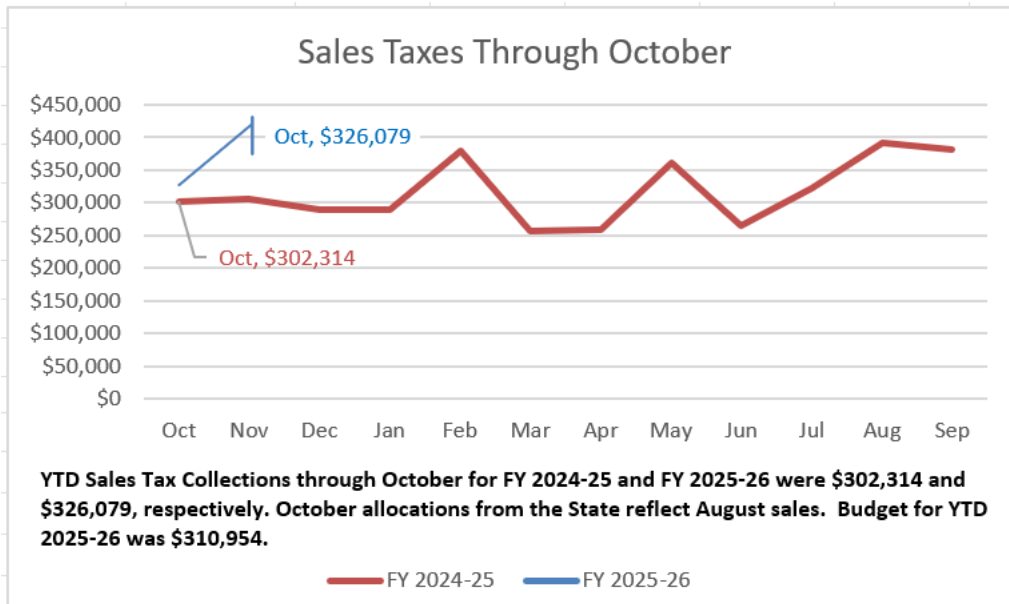
STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. 10-25 CVB Monthly Chart

APPROVAL/REVIEW:





AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: December 17, 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:

Nannette Eiland, CVB Tourism Manager

Date: December 11, 2025



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: December 17, 2025

CATEGORY: Action Item

CAPTION:

Consider providing topics for discussion at the next regular Meeting, which is scheduled for Wednesday, January 21, 2026, at 10:00 am at City Hall

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: December 10, 2025