



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
WEDNESDAY, JANUARY 21, 2026 - 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, January 21, 2026, 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 CVB December 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

(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, February 18, 2026, at 10:00 am at City Hall (Nannette Eiland, CVB Tourism Manager)
5. Consider adding additional Agenda Items for the upcoming meeting (Nannette Eiland, CVB Tourism Manager)

V. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 3:10 pm on January 13, 2026, 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: Convention and Visitor Bureau Board Members

FROM: Shelley Goodwin, City Secretary

MEETING DATE: January 21, 2026

CATEGORY: Action Item

CAPTION:

Consider the approval of the CVB December 17, 2025, Regular Meeting Minutes

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. CVB 12-17-25 Minutes

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: January 13, 2026

Shelley Goodwin, City Secretary

Date: January 13, 2026



**CITY OF ROCKPORT
CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
WEDNESDAY, DECEMBER 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 Karen Ernst

Board Members Absent:

Mayor Pro Tem Andrea Hattman
Board Member Shelley Sammons

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 December 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 CVB November 17, 2025, Regular Meeting

Motion: Upon a motion to approve by Vice Chair Bhakta, Vice Chair, and a second by Board Member Day to approve the November 17, 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, reviewed the Tourism Fund and noted this report doesn't include her salary or the funding from the City of Fulton.

ii. Sales Tax Collections

Nannette Eiland, CVB Tourism Manager, stated the Sales Tax collected through October FY2024-2025 but the report reads November. She noted while the numbers are up from last month, they still are down from the estimated Budget

iii. Hotel Occupancy Tax Collections

Nannette Eiland, CVB Tourism Manager, stated the Hotel Occupancy Tax collected through November FY2024-2025 were up \$19,441 over the previous month. She noted these numbers actually really reflects October expenditures.

She also reviewed the 5 years chart of Hotel Occupancy Tax Collections.

iii. Website Update

Karl Hattmen provided an update on the website. He noted they have created a punch list and he and Nannette are still working through that list.

Nannette Eiland, CVB Tourism Manager, noted that the map will be launched on December 15, 2025. She also noted a micro site for Christmas has been created and receiving a lot of activity. She reviewed the need for pictures, descriptions and photos. She noted that the CVB website is the official tourism website and all events needs to be centralized there.

iv. Social Media Updates

Karl Hattman reviewed the recent social media performance and video content. He also reviewed the upcoming Social Media Plan. He stated that the post that were boost have reached over 830,000 people.

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

The Board asked for the process of posting events and businesses portal.

Nannette Eiland, CVB Tourism Manager, reviewed the processes and noted that they can contact her and she will be willing to meet with them.

v. Placer AI

Jeff Sjstrom, EDC Director, explained the AI reports and how the information was gathered. He reviewed the following events and the attendee numbers:

- Warbirds 4,000 people
- Tropical Christmas 3,000 people
- Songwriters 3,000 people

The Board discussed the Report and asked the comparison with Datafi.

Nannette Eiland, CVB Tourism Manager, stated that the Datafi numbers include more blocks than were the event was held, so the information is not correct.

vii. Update on Destination Southwest

Nannette Eiland, CVB Tourism Manager, stated that she and Darryl Meadows made a lot of contacts, but had 24 appointments with planners. She noted out of 24 planners, 20 of them had not heard of Rockport. She reviewed the comments she received and what the planners are looking for. She also noted that there is a Destination Event coming up for small planners, so she will be participating in that event.

3. CVB Board members provide updates on local events.

Vice Chair Bhakta stated the Warbirds event was great and increased his 2 hotels 40%.

Board Member Day reviewed the different activities related to Christmas in the District, which are on the CVB website. She also stated that a Caboos will be delivered soon to the Depot.

Board Member Ables reported on the following:

- The hiring of a new museum courier
- Partnering with Christmas in the District
- Education Session at the Musuem
- 250 Anniversary exhibit coming in January
- Upcoming cooking classes

Chair Griffin provided the following:

- 2026 Blues Festival will be a two-day event.
- 4 Day Music Fest
- Pavement sells

Nannette Eiland, Tourism Manager, provided the following:

- December 19th is Cookies and Carol's in the Celebration Plaza
- March 5th TMCA Legislative Micro-Seminar at the ROCC
- Hooked on Heath at the ROCC

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

Chair Griffin discussed changing the meetings from Mondays to Wednesday.

The Board agreed by consensus to move the meetings to Wednesday.

Next meeting is Wednesday, January 21, 2026, at 10:00 a.m. at City Hall.

IV. ADJOURN

With no other business Chair, Griffin closed December 17, 2025, Convention and Visitor Bureau 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: January 21, 2026

CATEGORY: Action Item

CAPTION:

Receive the following updates:

- i. Tourism Fund
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SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

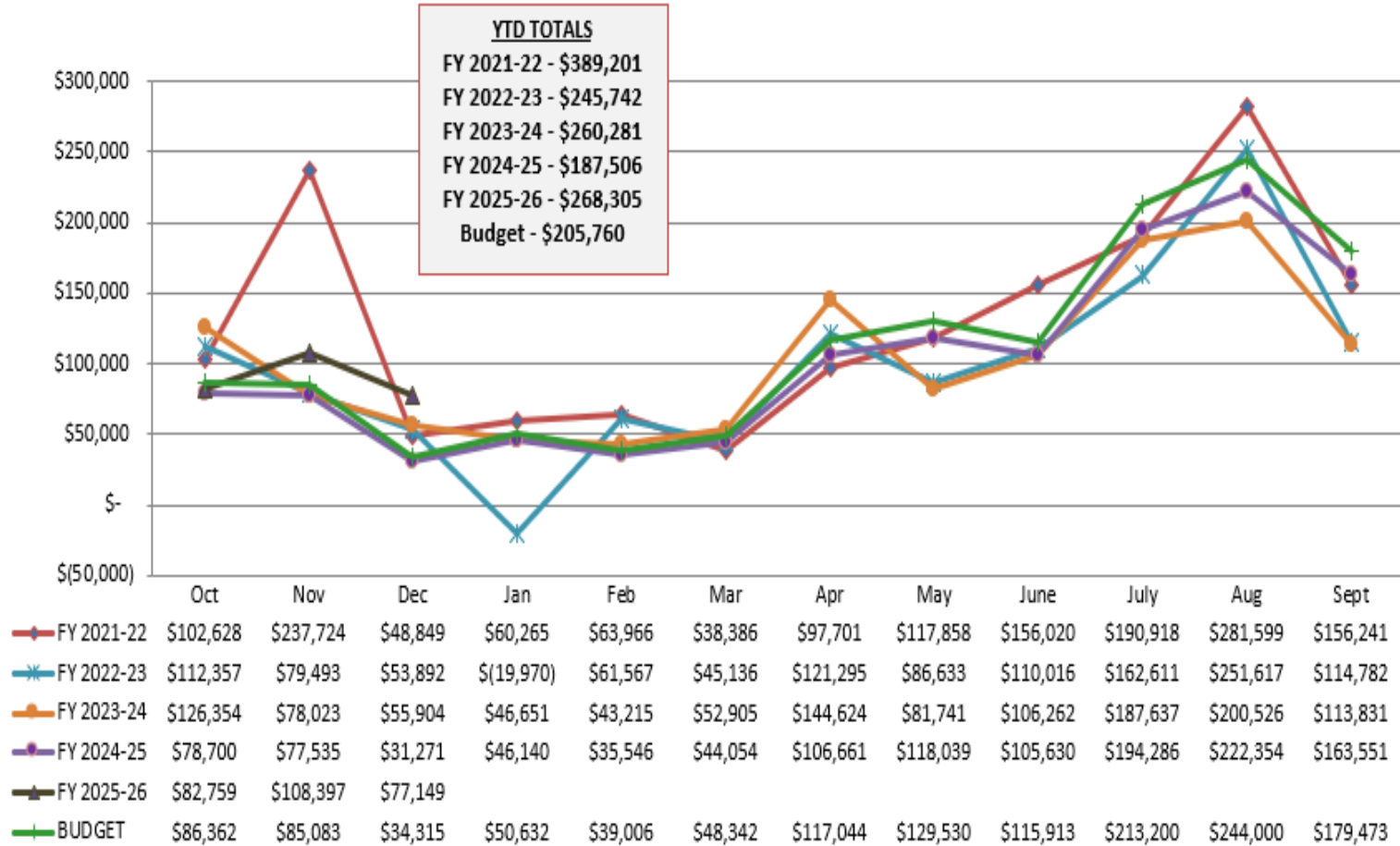
1. 12-25 CVB Monthly Chart

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

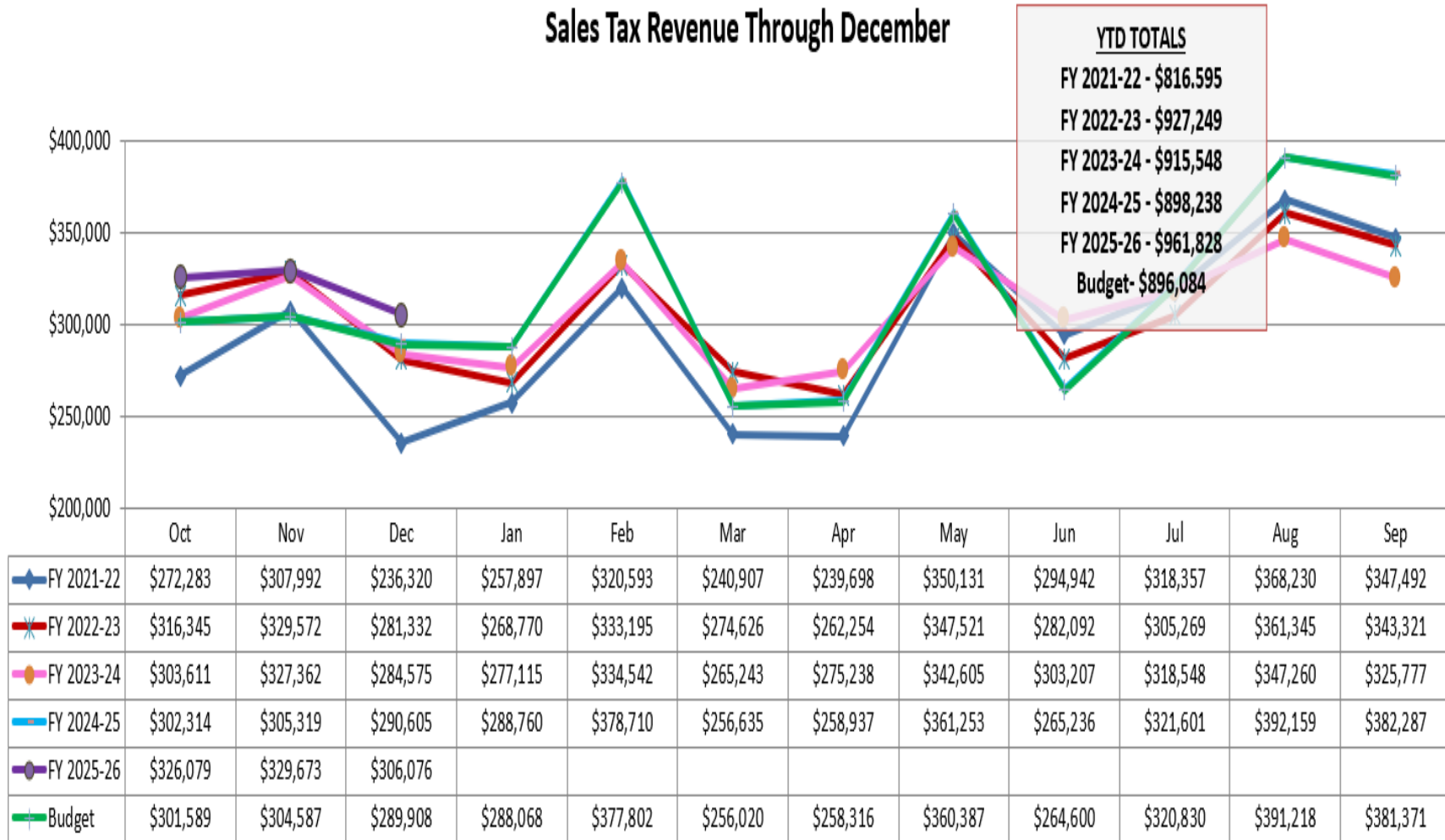
Date: January 13, 2026

Hotel Occupancy Tax Revenue Through December



YTD Hotel/Motel Tax Collections through December for FY 2024-25 and FY 2025-26 were \$187,506 and \$268,305, respectively. December Hotel/Motel taxes reflect November activity. YTD Budget for 2025-2026 was \$205,760.

Sales Tax Revenue Through December



YTD Sales Tax Collections through December for FY 2024-25 and FY 2025-26 were \$898,238 and \$961,828, respectively. December allocations from the State reflect October sales. Budget for YTD 2025-26 was \$896,084.



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: January 21, 2026

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: January 13, 2026



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: January 21, 2026

CATEGORY: Action Item

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SUMMARY:

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FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: January 13, 2026



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: January 21, 2026

CATEGORY: Presentation

CAPTION:

Consider adding additional Agenda Items for the upcoming meeting

SUMMARY:

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FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: January 13, 2026

Shelley Goodwin, City Secretary

Date: January 13, 2026