



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
WEDNESDAY, MARCH 18, 2026 - 1:00 PM
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, March 18, 2026, at 1:00 PM. 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 February 18, 2026, Regular Meeting Minutes (Shelley Goodwin, City Secretary)
2. Receive the following updates:
 - i. Tourism Fund
 - ii. Sales Tax Collections
 - iii. Hotel Occupancy Tax Collections
 - iv. Website
 - v. Social Media
 - vi. Advertising/Marketing
 - vii. Placer AI reports

(Nannette Eiland, CVB Tourism Manager)

3. CVB Board members provide updates on local events occurring in April and May. (Nannette Eiland, CVB Tourism Manager)
4. Consider providing topics for discussion at the next Regular Meeting, which is scheduled for Wednesday, April 22, 2026, at 1:00 pm at City Hall (Nannette Eiland, CVB Tourism Manager)

V. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 9:15 a.m. on March 12, 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: March 18, 2026

CATEGORY: Action Item

CAPTION:

Consider the approval of the CVB February 18, 2026, Regular Meeting Minutes

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. CVB 2-18-26 Minutes

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: March 12, 2026



**CITY OF ROCKPORT
CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
WEDNESDAY, FEBRUARY 18, 2026 – 1:00 PM
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 Karen Ernst
Board Member Shelley Sammons

Board Members Absent:

Board Member Michael Ables
Mayor Pro Tem Andrea Hattman

City Staff and Ex-Officio Members Present:

Vanessa Shrauner, City Manager, Ex Officio Member
Nannette Eiland, Tourism Manager
Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

Craig Griffin, Chair called February 18, 2026, CVB Regular Meeting was called to order at 1:00 p.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 January 21, 2026, Regular Meeting

Motion: Upon a motion to approve by Vice Chair Bhakta, Vice Chair, and a second by Board Member Ernst to approve the January 21, 2026, 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.

ii. Sales Tax Collections

Nannette Eiland, CVB Tourism Manager, stated the Sales Tax collected. 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 are slightly up. She also reviewed the 5-year chart of Hotel Occupancy Tax Collections.

iv. Website Update

Karl Hattman provided an update on the Website, and he reviewed the analytical report of visits and their locations. He also reviewed what pages are being searched.

The CVB Board discussed the following:

- Categories
 - Downtown
 - Fulton
 - Water Activities
 - Fishing Guides
- Issues with loading pictures

v. Social Media Updates

Karl Hattman reviewed the overall marketing campaign and the number of followers on the different Social Media Accounts. He also reviewed Google Campaign, reels, and videos. He also stated that they are constantly add fresh material and content.

Nannette Eiland, CVB Tourism Manager, reviewed the following marketing that is being done:

- AAA Magazine
- Parks and Wildlife
- Expedia
- State Travel Guide
- Travel Texas
- Coastal Bend Travel
- Texas Highway

She noted that New Orleans Making Waves magazine will be featuring Rockport/Fulton in their Gulf Coast Getaways addition. She also stated that Rockport has been selected as one of the top 5 finalists by the San Antonio Express News Reader's Choice and she encouraged everyone to vote (MySA.com/YourSA). She also noted that she is working with the High School regarding some graphic designs.

Karl Hattman noted that Anietra Hamper, Fishing Influencer, will be in Rockport for a few days at the end of the month.

vi. Placer AI

Nannette Eiland, CVB Tourism Manager, explained how AI works and the different events and areas that should be tracked.

vii. Review of the 1st Quarter HOT Reports

The CVB Board discussed the need to add “Book Your Stay” link to all the events. They also discussed the hotel stay numbers do not match the numbers reflected on the reports.

3. CVB Board members provide updates on local events occurring in March and April.

Board Member Day reviewed the Texas Heritage Crochet event and the activities at the Railroad Depot.

Board Member Sammons reviewed the Business Expo coming up in April.

Board Member Ernst highlighted the Art Exhibitions at the Art Center and the upcoming classes and workshops occurring during March and April.

Chairman Griffin reviewed the following:

- April 10th Sleep at the Well
- April 24th John Boy Adams

Daryl Meadows, ROCC Manager, stated currently there are 8 weeks and 17 meeting booked, and five events are coming up in March.

4. Consider providing topics for discussion at the next regular Meeting, which is scheduled for Wednesday, March 18, 2026, at 1:00 p.m. at City Hall.

The CVB Board provided the following topics:

- Placer AI
- SimpleView Analysis
- Other marketing (email blast)

V. ADJOURN

With no other business Chair, Griffin closed February 18, 2026 at Convention and Visitor Bureau meeting at 2:23 p.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: March 18, 2026

CATEGORY: Action Item

CAPTION:

Receive the following updates:

- i. Tourism Fund
- ii. Sales Tax Collections
- iii. Hotel Occupancy Tax Collections
- iv. Website
- v. Social Media
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- vii. Placer AI reports

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

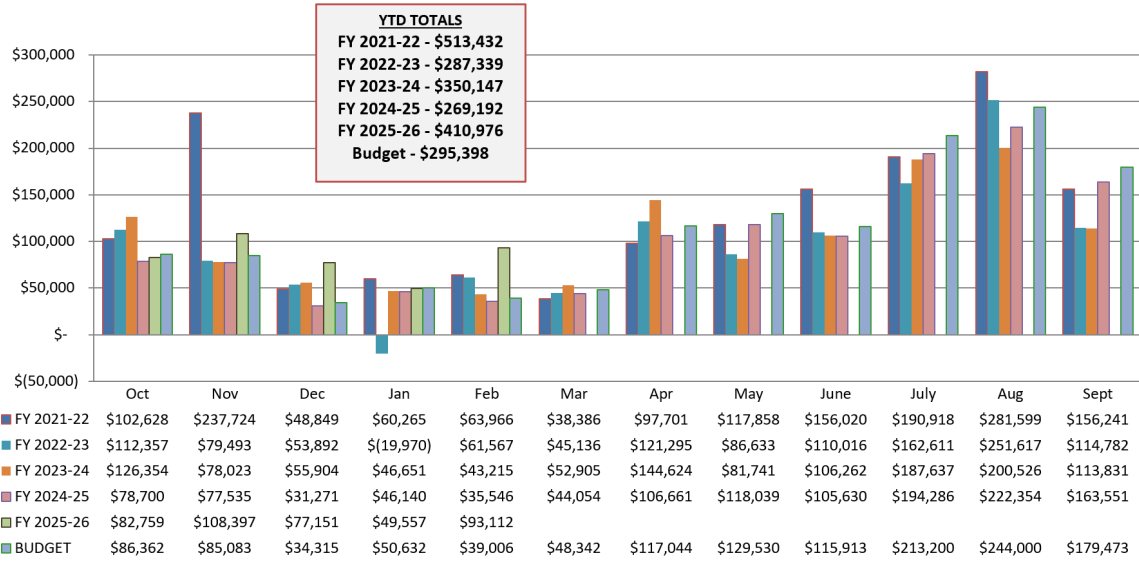
1. 02-26 CVB Monthly Chart with Rev

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: March 12, 2026

Hotel Occupancy Tax Revenue Through February

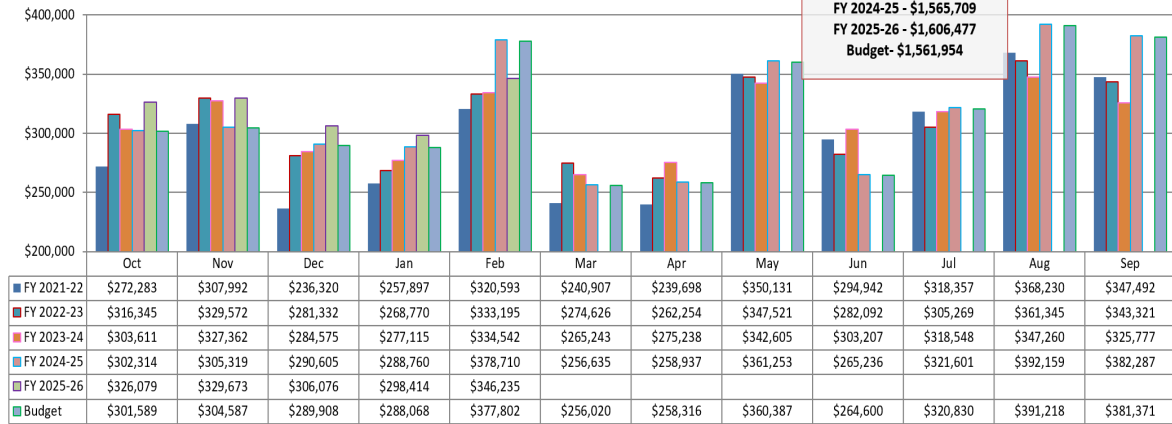


YTD Hotel/Motel Tax Collections through February for FY 2024-25 and FY 2025-26 were \$269,192 and \$410,976, respectively. February Hotel/Motel taxes reflect January activity. YTD Budget for 2025-2026 was \$295,398.

Sales Tax Revenue Through February

YTD TOTALS

FY 2021-22 - \$1,395,085
FY 2022-23 - \$1,529,214
FY 2023-24 - \$1,527,205
FY 2024-25 - \$1,565,709
FY 2025-26 - \$1,606,477
Budget- \$1,561,954



YTD Sales Tax Collections through February for FY 2024-25 and FY 2025-26 were \$1,565,709 and \$1,606,477, respectively.
February allocations from the State reflect December sales. Budget for YTD 2025-26 was \$1,606,477.



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: March 18, 2026

CATEGORY: Presentation

CAPTION:

CVB Board members provide updates on local events occurring in April and May.

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:

Nannette Eiland, CVB Tourism Manager

Date: March 12, 2026



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: March 18, 2026

CATEGORY: Action Item

CAPTION:

Consider providing topics for discussion at the next Regular Meeting, which is scheduled for Wednesday, April 22, 2026, at 1:00 pm 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: March 12, 2026