



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
WEDNESDAY, JUNE 17, 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, June 17, 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. ACTION AND DISCUSSION ITEMS

1. Consider the approval of the May 27, 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. Discussion on future agenda items (Shelley Goodwin, City Secretary)

V. UPDATES

4. Tourism Manager's Update on upcoming local events, meetings, fundraisers and awards. (Nannette Eiland, CVB Tourism Manager)
5. Update from Board Members and Ex Officio on upcoming events for July and August. (Nannette Eiland, CVB Tourism Manager)
6. Presentation of the reports from the Visitor Center and ROCC. (Nannette Eiland, CVB Tourism Manager)
7. Announcement of the next Regular Meeting scheduled for Wednesday, July 15, 2026, at 1:00 pm at City Hall. (Nannette Eiland, CVB Tourism Manager)

VI. ADJOURN

CERTIFICATION

This is to certify that I, Shelley Goodwin, posted this Agenda at 9:45 a.m. on June 11, 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:

FROM: Shelley Goodwin, City Secretary

MEETING DATE: June 17, 2026

CATEGORY: Action Item

CAPTION:

Consider the approval of the May 27, 2026, Regular Meeting Minutes

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. 5-27-2026 Minutes

APPROVAL/REVIEW:



**CITY OF ROCKPORT
CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
WEDNESDAY, MAY 27, 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 Michael Ables
Board Member Jennifer Day
Board Member Karen Ernst
Board Member Shelley Sammons

Board Members Absent:

Mayor Pro Tem Andrea Hattman

City Staff and Ex-Officio Members Present:

Nannette Eiland, Tourism Manager
Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

Craig Griffin, Chair called May 27, 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 following minutes:

i. March 18, 2026, Regular Meeting Minutes

Motion: Upon a motion by Board Member Day and seconded by Board Member Ernst to approve the March 18, 2026, Regular Meeting Minute. The Board voted unanimously, six (6) for and none (0) against.

ii. April 22, 2026, Regular Meeting Minutes

Motion: Upon a motion by Board Member Ernst and seconded by Board Member Ables to approve the April 22, 2026, Regular Meeting Minute. The Board voted unanimously, six (6) 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, reviewed the Sales Tax Report from April. She noted FY2025-2026 March came in at \$279,634 but the budgeted amount was \$256,000. She noted Sales Tax is up 3.5%.

iii. Hotel Occupancy Tax Collections

Nannette Eiland, CVB Tourism Manager, reviewed the Hotel Occupancy Tax Report. She noted last March collection is \$85,587 and \$48,342 was budgeted. She noted that Hotel Occupancy Tax is up 5%.

iv. Website Update

Nannette Eiland, CVB Tourism Manager, provided an update on the Website, and she reviewed the analytical report of pages visited, who the visitor is and their locations.

v. Social Media Updates

Nannette Eiland, CVB Tourism Manager, reviewed the overall marketing campaign and the number of followers on the different Social Media Accounts. She also reviewed Google Campaign, reels, and videos. She stated the keywords used for searching is still being finalized.

vi. Advertising/Marketing

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

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

She noted that she has been working on attracting influencers, promoting meetings and events. She also believes CVB should have a newsletter and blog.

vii. Placer AI

Jeff Sjostrom, EDC Development, reviewed the counts for Blooms and Brooms, Babes on the Bay, and Nautical Flee Market events. He noted he and Ms. Eiland are meeting regularly regarding economic impact of tourism.

3. CVB Board members provide updates on local events occurring in June and July.

Board Member Day reviewed the events that will occur in the Cultural Arts District.

Board Member Ernst reviewed the upcoming events at the Art Center.

Board Member Abels reviewed the upcoming events occurring at the Maritime Museum.

Chairman Griffin reviewed the upcoming events in Fulton.

Darryl Meadows, ROCC Manager, provided an update on the upcoming events and meetings at the ROCC.

Nannette Eiland, CVB Tourism Manager, stated all these events are posted on the CVB website. She also noted the City HOT Team will be meeting on Monday, June 8th to interview all the HOT Grant Funding Applications.

4. Consider providing topics for discussion at the next Regular Meeting, which is scheduled for Wednesday, June 17, 2026, at 1:00 p.m. at City Hall.

Chair Griffin announced the next Regular Meeting will need to be held on Wednesday, June 17, 2026 at 1:00 p.m.

V. ADJOURN

With no other business Chair, Griffin closed May 27, 2026, at Convention and Visitor Bureau meeting at 2:10 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: June 17, 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
 - vi. Advertising/Marketing
 - vii. Placer AI reports
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SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

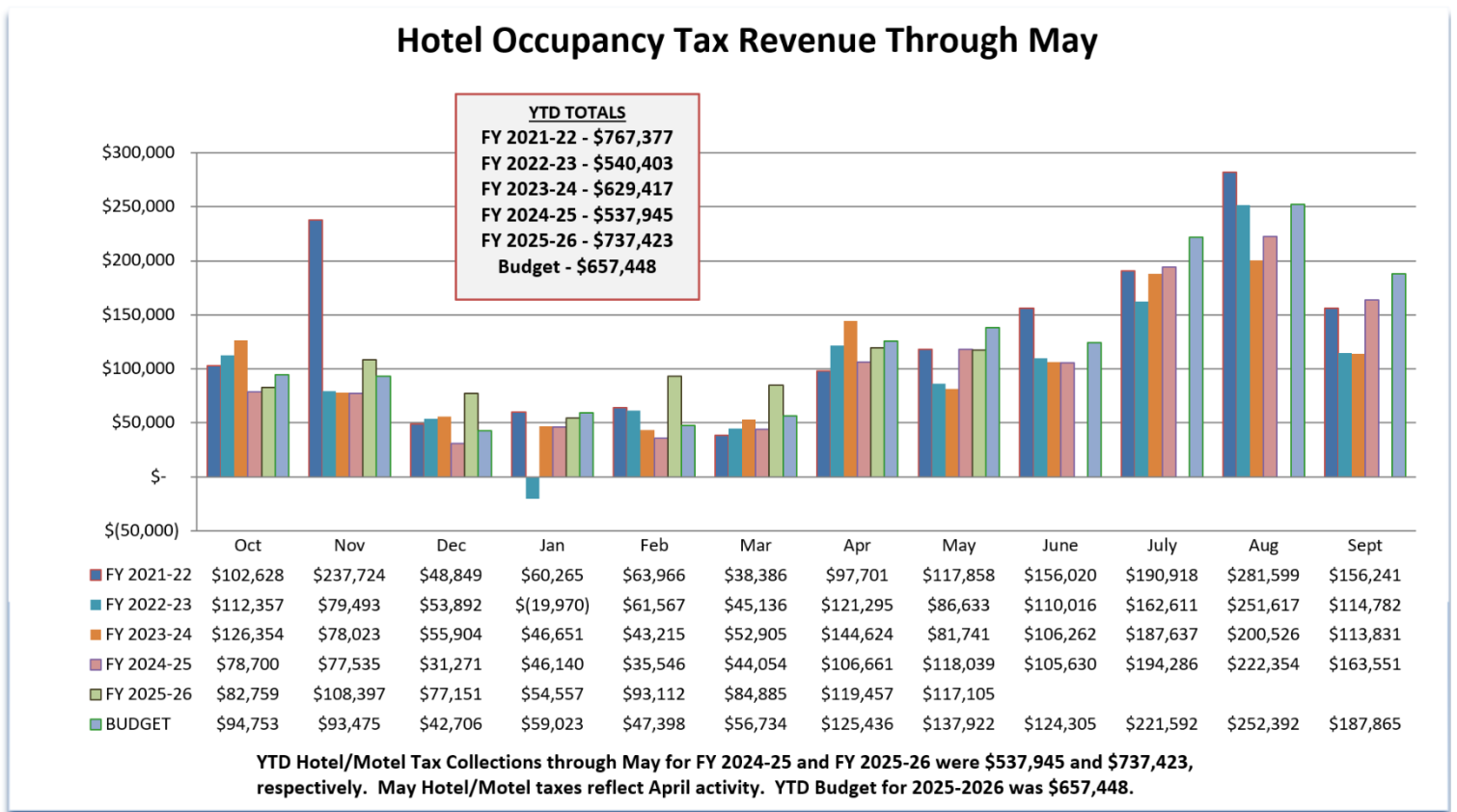
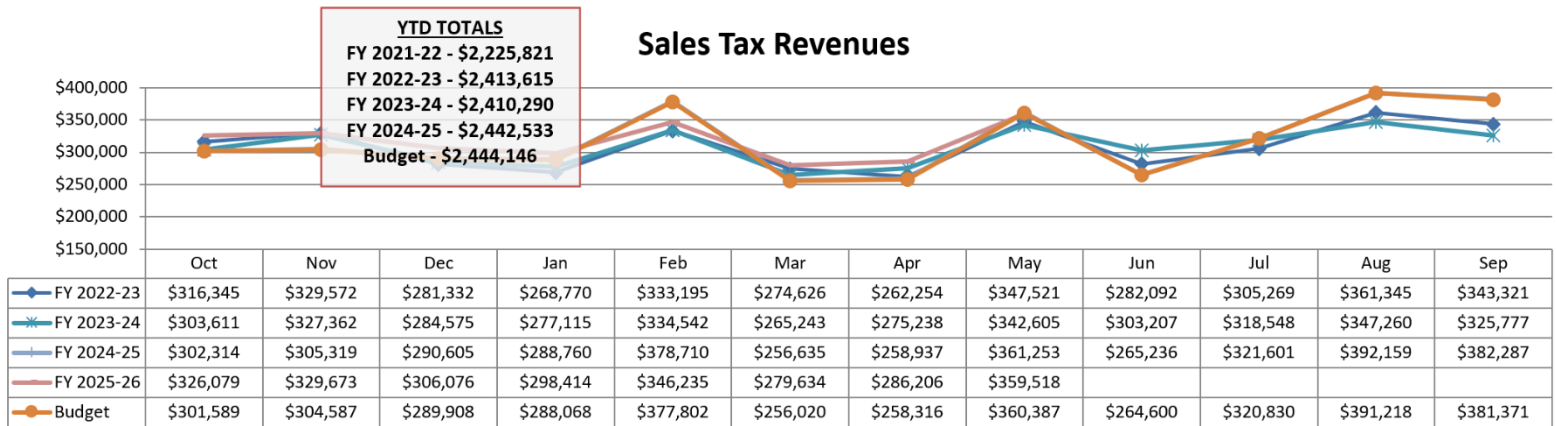
STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. 05-26 CVB Monthly Chart with Rev

APPROVAL/REVIEW:





AGENDA MEMO

DEPARTMENT: City Secretary

TO:

FROM: Shelley Goodwin, City Secretary

MEETING DATE: June 17, 2026

CATEGORY: Presentation

CAPTION:

Discussion on future agenda items

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: June 17, 2026

CATEGORY: Presentation

CAPTION:

Tourism Manager's Update on upcoming local events, meetings, fundraisers and awards.

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Secretary

TO: Convention and Visitor Bureau Board Members

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: June 17, 2026

CATEGORY: Presentation

CAPTION:

Presentation of the reports from the Visitor Center and ROCC.

SUMMARY:

The Visitor Center Report is attached. ROCC did not submit a Report.

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Presentation

ATTACHMENTS:

1. June Visitor Center Report

APPROVAL/REVIEW:

Visitor Center Visitation Report

Reporting Period: May

Prepared By: _____

Executive Summary

Metric	Month	Year-to-Date
Total Visitors came to the Center	81	
Total Out of Town Visitors came to the Center 75 miles away	51	
Total contact information collected (provide a copy of the list to Tourism Manager)	6	
Total Out of Town Visitors staying overnight		
Total number referred to Tourism Manager		
Total number referred to the CVB Website		

Questions Asked

Restaurant	Hotel/STR	Outdoor Activities	Events	Shopping	Realtor
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Other Types of Questions Asked: _____

Material Provided

Activity Pamphlets	Souvenirs	Newsletter	Map	Tourism Manager Business Card
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Location of Visitors (75 miles away)

City	For Month	Year-to-Date
Boerne	2	
Helots	1	
New Braunfels	2	
San Antonio	7	
Seguin	4	
Austin	2	
Pflugerville	1	
Bedford	2	
Lewisville	2	
Richmond	2	
Bandera	2	
Canyon Lake	2	
Brownsville	2	
Coldspring	2	
Rosenburg	2	
San Marcos	2	
Terlingua	2	
Albuquerque, NM	3	
Bryant, AR	2	
Dolores, CO	2	
Lake Havasu City, AZ	2	
Naperville, IL	2	
Suisum, CA	1	

Notes and Trends

Accomplishments:

Lemonade Day – May 16th Community Event with 22 stands operating throughout Rockport-Fulton

Challenges:

Upcoming Opportunities:

June 20th-first weekend summer, the Visitor Center will welcome visitors with free hot dogs and chips



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: June 17, 2026

CATEGORY: Action Item

CAPTION:

Announcement of the next Regular Meeting scheduled for Wednesday, July 15, 2026, at 1:00 pm at City Hall.

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW: