



City of Rockport
CONVENTION AND VISITOR BUREAU BOARD REGULAR
MEETING AGENDA
WEDNESDAY, JULY 15, 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, July 15, 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 June 17, 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)
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 the remainder of 2026. (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, August 19, 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 2:15 p.m. on July 8, 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: July 15, 2026

CATEGORY: Action Item

CAPTION:

Consider the approval of the June 17, 2026, Regular Meeting Minutes

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

1. 6-17-2026 Minutes

APPROVAL/REVIEW:



**CITY OF ROCKPORT
CONVENTION AND VISITOR BUREAU BOARD
REGULAR MEETING MINUTES
WEDNESDAY, JUNE 17, 2026 – 1:00 PM
ROCKPORT CITY HALL
212 N LIVE OAK
ROCKPORT, TEXAS 78382**

Board Members Present:

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

Board Members Absent:

Chairman Craig Griffin
Mayor Pro Tem Andrea Hattman
Board Member Shelley Sammons

City Staff and Ex-Officio Members Present:

Nannette Eiland, Tourism Manager
Shelley Goodwin, City Secretary

I. CALL TO ORDER AND ROLL CALL

Vice Chairman Jatin Bhakta called June 17, 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

Vice Chairman Jatin Bhakta, 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 May 27, 2026, Regular Meeting Minutes

Motion: Upon a motion by Board Member Ernst and seconded by Board Member Ables to approve May 27, 2026, Regular Meeting Minute. The Board voted unanimously, four (4) 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 May. She noted FY2025-2026 is above total amount budgeted for the year, but in May the amount fell below the monthly budgeted amount.

iii. Hotel Occupancy Tax Collections

Nannette Eiland, CVB Tourism Manager, reviewed the Hotel Occupancy Tax Report. She noted the City funds are slightly lower than last year and we did not meet the estimated budgeted amount in May.

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

Karl Hattman, Personna Marketing, reviewed the overall marketing campaign and the number of followers on the different Social Media Accounts. He also reviewed Google Campaign, reels, and videos and the usership has increased. He noted 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. She provided an update on an upcoming visitor with expertise knowledge of marketing municipalities.

vii. Placer AI

Nannette Eiland, CVB Tourism Manager, reviewed a couple of AI Reports and noted next month there will be a lot more to review.

3. Discussion on future agenda items

No one provided any.

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

Nannette Eiland, CVB Tourism Manager, and Karl Hattman provided updates on the Wendell Family Fireworks Show.

5. Update from Board Members and Ex Officio on upcoming events for July and August.

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.

6. Presentation of the reports from Visitor Center and ROCC.

Visitor Center Report is attached.

Nannette Eiland, CVB Tourism Manager, stated a form with the required information has been sent to the Chamber and ROCC. She stated these will be attached to the Agenda Packet and Minutes.

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

Vice Chairman Jatin Bhakta announced the next Regular Meeting will need to be held on Wednesday, July 15, 2026, at 1:00 p.m.

V. ADJOURN

With no other business Vice Chairman Jatin Bhakta closed June 17, 2026, at Convention and Visitor Bureau meeting at 2:30 p.m.

Jatin Bhakta
Vice Chairman

Shelley Goodwin, TRMC/MMC
City Secretary



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: July 15, 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
-

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Secretary

TO:

FROM: Shelley Goodwin, City Secretary

MEETING DATE: July 15, 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: July 15, 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: July 15, 2026

CATEGORY: Presentation

CAPTION:

Update from Board Members and Ex Officio on upcoming events for the remainder of 2026.

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: July 15, 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:

None

APPROVAL/REVIEW:



AGENDA MEMO

DEPARTMENT: City Manager

TO:

FROM: Nannette Eiland, CVB Tourism Manager

MEETING DATE: July 15, 2026

CATEGORY: Action Item

CAPTION:

Announcement of the next Regular Meeting scheduled for Wednesday, August 19, 2026, at 1:00 pm at City Hall.

SUMMARY:

BACKGROUND:

FUNDING SOURCE:

FUNDING IMPACT:

STAFF RECOMMENDATION:

STRATEGIC INITIATIVES:

Action Item

ATTACHMENTS:

None

APPROVAL/REVIEW: