



Waco Convention & Visitors Bureau Advisory Board  
Monday, October 16, 2017  
11:30 a.m.  
Waco Convention Center  
Waco Room  
100 Washington Avenue – Waco, Texas 76701

AGENDA

1. Consider and approve minutes from August 21, 2017, Board Meeting
2. Discussion between the Board/Commission and City Council Liaison regarding Board Activities and Appointments
3. Discussion concerning Waco Convention Center Sales
4. Staff Reports
  - Administration
  - Operations
  - Marketing
  - Sales/Catering
5. Requests for future agenda items from Board members
6. Adjourn

Waco Convention & Visitors Bureau

Advisory Board Minutes  
Waco Convention Center  
Waco Room  
100 Washington Avenue  
Waco, Texas

- I. Consider and approve minutes from June 19, 2017
  - Colleen Haley made a motion to approve the minutes as printed, and the board approved the minutes.
- II. Discussion between the Board/Commission and City Council Liaison regarding Board Activities and Appointments.
  - City Council Liaison was not present.
- III. Update on Waco Convention Center and Waco Convention & Visitors Bureau Analysis final report
  - Prioritized Booking Policy categorizing events into 5 new categories. A one page hand-out was distributed to the board members. The Booking Policy charts showed how each event is rated by Waco Convention Center revenue potential as well as economic impact. The Booking Policy is a guideline for the Waco Convention Center Sales team to book business into the Center that will generate building revenue, overnight attendees to hotel, drive spending into local businesses, and generate tax revenues for the City of Waco.
- IV. Staff Reports
  - Patty Byrd reported Administrative staff has started preparing for year- end which closes on September 30, 2017. Also, Supervisors are working on Employee Evaluations which are due back to Human Resources on September 8, 2017.
  - Terry Collier updated the board on some upcoming projects: roof replacement, floor tile replacement, obtaining bids to install a fence located on

the outside our building, obtain bid to install a gate by the Bunker (outside storage area), and new Conference table in DeCordova room,

- Rhonda Sullivan updated the board on the upcoming Dallas/Austin Sales Blitz, MPI meeting where our sales staff prospects potential customers to get them to come to Waco, and Connect Sports prospects. Rhonda also updated the Board on current bids the Sales team is working on.
- Carla Pendergraft thanked Kathy Schroeder for her recent help with a Travel Writer. Carla is working on quarterly maps, Mammoth Rack card, advertising at the Airport, two-page ad in the November issue of Texas Monthly, Kiosks, Billboard contract, and Council Agenda on the Interlocal Agreements the CVB enters into with the cities of Bellmead, Hewitt and McGregor.

V. Future Agenda Items

- Update on the parking situation.
- Linda Lewis thanked the Waco Convention Center for holding Wilbert Austin's funeral in our building. Linda also thanked Carla for the logo change, and asked her to ensure we use photos showing diversity.
- Next Board meeting will be held on September 18, 2017.

VI. Adjourn

- Jack McKinney made a motion to adjourn the meeting.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date

## ATTENDANCE REPORT - June 2017-May 2018

### Waco Convention & Visitors Bureau Advisory Board

NAME	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	Total Meetings	Present	Absent	Off Board
Carol Melis	P	N	A	N												
Jack McKinney	P	N	P	N												
Bryan Fonville	P	N	P	N												
Colleen Haley	P	N	P	N												
Nancy Goodnight	A	N	P	N												
Kathy Schroeder	P	N	P	N												
Susan Taylor	A	N	P	N												
Linda Lewis	A	N	P	N												
Jody Funnell	A	N	A	N												
Santos Lopez	P	N	P	N												
Madeline Kosler	A	N	P	N												
Krista Brinser	A	N	A	N												
JD Ressetar	P	N	P	N												

A = Absent                      RES = Resigned                      N= No Meeting  
 P = Present                      O = Off Board-Time Expired  
 EX = Excused Absence                      Q = No Quorum  
 QP = Present/No Quorum                      QA = Absent/No Quorum  
 Blank space denotes member was not yet appointed or qualified to serve

**Note:**

Dept. Director retired in Oct. 2015; Convention Center/Visitors Bureau underwent study November 2015 - May 2016; 5 meetings were not held.  
 A record of a member's absence will begin the first regular meeting after the fifteenth day from the date the member received notice of his/her appointment.  
 A member of a board which meets monthly or quarterly, who is absent from more than 25% of the regular meetings during any 12 month period, whether excused or not, may be removed from his/her office or membership by the City Council.