



July 6, 2021

Notice is hereby given of a Regular Meeting of Nacogdoches City Council to be held on the above date via videoconference, with the opportunity to appear in person in the City Council Chamber of City Hall, 202 East Pilar Street, Nacogdoches, Texas, beginning at 5:30 p.m. for the purpose of considering the following agenda items.

In accordance with Orders of the Governor due to the COVID-19 pandemic, the City of Nacogdoches City Council meeting will be deemed as being conducted via teleconference or videoconference. However, some City Council Members may attend virtually, while others may be present in the above stated physical location. Regardless, the meeting will be streamed live at <https://www.nactx.us/21>. There will be an opportunity for the public to comment on agenda items either by teleconference or in person in Council Chambers. For those attending in person, strict adherence to COVID-19 related CDC guidelines will be enforced at all times.

Members of the public who wish to submit comments by telephone on a listed agenda item must contact the City Secretary's office by email at vinsonj@nactx.us or by calling 936-559-2506 and providing their name, telephone number and relevant agenda item upon which they wish to speak. All requests to make comments by telephone must be received by 12:00 p.m. on July 6, 2021. For all timely requests received, staff will call the submitted phone numbers directly during the meeting when the corresponding item comes up for comment. NOTE: The incoming phone call from City staff will be an unfamiliar number.

**PLEASE LIMIT PRESENTATIONS TO THREE MINUTES
(UNLESS PRIOR APPROVAL IS OBTAINED)**

1. Call to order.
2. Pledge of Allegiance.
3. Open Forum.
4. Items to be removed from Consent Agenda.
5. **CONSENT AGENDA:** Items included under Consent Agenda require little or no deliberation by Council. Approval of Consent Agenda authorizes the City Manager or his designee to proceed with conclusion of each in accordance with staff recommendations as reflected in the minutes of this meeting.
 - A. Consider approval of minutes from June 15, 2021 regular meeting. (City Secretary)
 - B. Consider approval of the re-appointment of Heather Watts as the Municipal Court Judge for a two-year term. (City Secretary)
6. **REGULAR AGENDA:**
 - A. Consider approval of multiple contracts by and between the City of Nacogdoches and SAFEbuilt Texas, S&J Fire Protection and Hardin & Associates for Customer Service Inspection (CSI) Services in a not-to-exceed amount of \$75,000.00 each. (Assistant Director of Public Works)

- B. Receive Mid-Year Report from Visit Nacogdoches. (Convention and Tourism Director)
- C. Receive an update regarding COVID-19. (Fire Chief)
- D. Consider City Board appointments for Convention and Visitors Bureau Board, Historic Landmark Preservation Committee, Mayor's Committee on People with Disabilities, Nacogdoches Housing Authority, Planning and Zoning Commission and Zoning Board of Adjustments. (Mayor)

Council may conduct Executive Session deliberation, reconvening open session for action, if any, on Executive Session items. Regular Session agenda items appropriate for Executive Session consideration may be moved into Executive Session for deliberation, but not action, upon proper announcement at the meeting by presiding officer.

7. EXECUTIVE SESSION:

- A. Deliberation regarding Economic Development negotiations under Government Code Section 551.087 as follows:
 - 1. Discuss or deliberate regarding commercial or financial information the City has received from business projects the City body seeks to have locate in the City of Nacogdoches and with which the City is conducting economic development negotiations; and
 - 2. Deliberate offer of financial or other incentive to business prospects described by Subdivision 1 above.

8. Open for action, if any, on Executive Session item(s).

9. Adjourn.



Jan Vinson, City Secretary



This agenda is posted as required under G. C. Section 551.041. For more information or a copy of the Open Meetings Act, please contact Attorney General of Texas at 1-800-252-8011; City Secretary at 936/559-2506 or visit City of Nacogdoches web site at www.nactx.us.

CERTIFICATION

I certify the notice of meeting was posted in the directory outside of City Hall, 202 E. Pilar Street, Nacogdoches, Texas on June 30, 2021 at 11 a.m. and remained posted until meeting convened.

Jan Vinson, City Secretary



City Council Meeting

Date: July 6, 2021

Agenda Item: 5.A.

PRESENTER: Jan Vinson, City Secretary

ITEM/SUBJECT: Consider approval of minutes from June 15, 2021 regular meeting. (City Secretary)

SUMMARY/BACKGROUND:

FINANCIAL:

No financial impact associated with this item

COUNCIL PRIORITIES: THIS AGENDA ITEM IS CONSISTENT WITH THE FOLLOWING CITY COUNCIL PRIORITIES

Not Applicable

CITY CONTACT: Jan Vinson, City Secretary
vinsonj@nactx.us
936-559-2506

ATTACHMENTS: 1. Minutes



Regular Session
Nacogdoches City Council
June 15, 2021 – 4:00 p.m.
City Council Room – City Hall
202 East Pilar Street

DRAFT

City Council present in person: Mayor Jimmy Mize, Council Members Roy Boldon, Jay Anderson, Amelia Fischer and Kathleen Belanger.

1. Called to order at 4:03 p.m.

2. Pledge of Allegiance.

3. **WORK SESSION:**

- A. Have a discussion and provide direction regarding developing a strategy for improving communications between the City and residents.

City Manager Mario Canizares discussed the City’s communication efforts during the winter storm earlier this year and areas of needed improvement.

Council Member Belanger suggested that City Council consider appointing a task force to review current communication efforts and recommendations on improving communication throughout the community. Council Member Belanger stated this task force could be comprised of professionals in the community who talk to stakeholders, evaluate plans, gather information from different communities, assess finding, and deliver conclusions and recommendations. She recommended Chris Hancock, Brad Maule, Antonia Sanchez and Mable Cannings as possible task force members.

Council Member Anderson stated that reaching out to residents who don’t have access to social media and internet is crucial. Mr. Anderson also suggested Stephen F. Austin State University and Public Library staff could be beneficial to the task force.

Council Member Fischer would like to know how diversity of representation on the task force will be implemented.

Council Member Boldon stated that in some communities face to face communication is better. He suggested meetings in their communities, including churches and employers.

Mayor Mize suggested each Council Member submit two names to participate in the communication task force to ensure diversity among members. Mayor Mize stated the intent was that this would be a short process, with a beginning and an end. Council Member Belanger stated we should have something by September or October.

Each Council Member will submit potential task force members to the City Manager no later than July 2, 2021. Mr. Canizares will review the names to make sure there are no duplicates and will present the list of names to City Council at a future meeting.

- B. Receive an update, hold a discussion and give staff direction regarding the proposed Comprehensive Land Use Plan and Downtown Master Plan studies.

City Manager Mario Canizares reviewed the timeline of activity to date regarding the Comprehensive Land Use Plan and the Downtown Master Plan studies. He discussed the results of the citizen surveys that were submitted online and in person. At a previous City Council meeting Mr. Canizares suggested a nine member committee for each plan but after feedback from City Council his recommendation is a fifteen member committee for the Comprehensive Land Use Plan and a fourteen member committee for the Downtown Master Plan. All committee meetings will be open to the public and all committee members will be appointed by City Council.

Matt Moore spoke during public comment suggesting the City do an analysis of the current plan to see what was implemented and what was not implemented. He also suggested more community meeting before a consultant is hired. Mr. Moore believes environmental protection is the most important and he does not believe the current plans are obsolete.

Representative Travis Clardy also spoke during public comment commending City Council on moving forward with the Comprehensive Plan and Downtown Master Plan updates. Representative Clardy

Minutes unofficial until approved by City Council

discussed developing both the Banita and Lanana Creeks. He also stated that there are a number of programs, both state and federal, that the City can participate in now and in the future.

Council Member Belanger discussed the difference between quantitative and qualitative surveys and suggested the survey results could be a misrepresentation of what the community wants.

Council Member Fischer stated she agrees the public meetings and the surveys are not reflective of the City as a whole. She stated it is City Council's responsibility to make sure the consultants do their due diligence to engage the community. Council Member Fischer also requested that an implementation and accountability structure built into both plans.

Council Member Anderson believes annual reviews of both plans are needed. He also discussed the importance of community engagement and accountability.

City Manager Canizares reference the section of the 2003 Comprehensive Plan titled Implementation. Mr. Canizares suggested adding the completion of a scorecard to the consultant's scope of work that will identify what was done, what was not done, and what is incomplete and/or ongoing in the 2003 Comprehensive Plan.

Council Member Belanger suggested creating task forces to talk to the people who participated in creating the 2003 Comprehensive Plan, flesh out grand ideas and identify key issues before a consultant is hired. She also discussed research she performed identifying cities that were comparable to Nacogdoches using Rural Urban Continuum Codes.

Council Member Boldon agrees the surveys are not reflective of the entire City. He also stated any plan should have a timeline and should be looked at periodically for successes and failures. And, the City is lacking in economic development especially in minority communities.

City Council discussed timeline for hiring a consultant, consultant's background, setting priorities, survey results, community engagement and comparable communities.

Mayor Mize stated it seems the consensus is to move forward with selecting a consultant. Mayor Mize asked Council Member Belanger to submit her research regarding Rural Urban Continuum Codes to the City Manager for review and dissemination.

Council Member Belanger stated she does not agree with moving forward with consultant selection.

4. Mary Roan spoke during Open Forum stating her bagged leaves are not being picked up in a timely fashion. She also has a concern about the deer population in the neighborhood of Northwood Circle.

5. No items removed from Consent Agenda.

6. **CONSENT AGENDA:** Items included under Consent Agenda require little or no deliberation by Council. Approval of Consent Agenda authorizes the City Manager or his designee to proceed with conclusion of each in accordance with staff recommendations as reflected in the minutes of this meeting.

A. Minutes from June 1, 2021 regular meeting and June 4, 2021 special meeting.

B. Consider Budget Amendment Ordinance for 2021 NEA Big Read Grant.

Council Member Jay Anderson moved approval; motion duly seconded by Council Member Amelia Fischer and carried by unanimous vote.

7. **REGULAR AGENDA:**

A. Have a discussion and provide direction regarding a request from MissionNac for the City of Nacogdoches to waive fees for Solid Waste services for the 2021 Summer Works Project scheduled for June 16-19, 2021.

City Manager Mario Canizares gave a brief history of MissionNac and the services they provide. MissionNac has requested that the City waive the dumpster fees needed for the summer project scheduled for June 16-19, 2021. By waiving the roll off dumpster fees MissionNac will be able to repair more homes.

Tiki Perkins with MissionNac stated the program repaired 42 homes last year in Nacogdoches. Repairs include window replacement, roof repair and replacement, interior and exterior painting, landscaping, clearing debris from yards, build porches and much more.

Council Member Kathleen Belanger moved approval; motion duly seconded by Council Member Roy Boldon and carried by unanimous vote.

- B. Consider approval of a contract by and between the City of Nacogdoches and L.S. Equipment Co., Inc. for the 2021 Seal Coat Project in a not-to-exceed amount of \$688,751.50.

Public Works Director Steve Bartlett stated this project will include thirty-four residential streets throughout the City including thirty-two streets that are part of the 2021 crack seal project.

There are two additive alternative bids for this project which include curb replacement and a valley gutter. The total amount for this project is \$688,751.50.

Council Member Roy Boldon moved approval; motion duly seconded by Council Member Jay Anderson and carried by unanimous vote.

- C. Receive a report, hold a discussion and give staff direction on the Central Heights area water system.

Steve Bartlett, Public Works Director, discussed the history of the Central Heights area water system and how the City obtained the water system. The City has spent \$3.8 million on improvements to the Central Heights area water system which is outside the city limits. The water system requires frequent maintenance and improvements as well as significant non-compliance issues. New connections to this system are limited or impossible without water line or equipment upgrades. Preliminary estimates for needed improvements to the Central Heights area water system exceed \$5.5 million. Mr. Bartlett asked City Council for direction regarding the need for a policy as it relates to servicing areas outside the city limits and outside the City's extraterritorial jurisdiction.

Ed Pool, local realtor, spoke during public comment stating that one of the growth areas of this community is in the Central Heights area and it is important to look at ways to supply water to these areas.

City Council discussed selling the water system, giving the water system to another water district, revenue versus cost to maintain the system, effects on tax payers, timeline for improvements, annexation, municipal utility district, county contributions, grant funding and water bill increases to cover cost.

Mr. Bartlett will present policy options to City Council at a future Council meeting. City Council will then assist staff in creating a policy document.

- D. Consider appointing members to the Deep East Texas Council of Governments (DETCOG) Board of Directors.

Council Member Amelia Fischer moved to appoint Mayor Jimmy Mize and Council Members Roy Boldon, Jay Anderson and Kathleen Belanger to the Deep East Texas Council of Government Board of Directors for a one year term; motion duly seconded by Council Member Jay Anderson and carried by unanimous vote.

City Council convened into Executive Session at 6:19 p.m.

8. **Executive Session:**

- A. Deliberation regarding Economic Development negotiations under Government Code Section 551.087 as follows:
1. Discuss or deliberate regarding commercial or financial information the City received from business projects the City body seeks to have locate in the City of Nacogdoches and with which the City is conducting economic development negotiations; and
 2. Deliberate the offer of a financial or other incentive to business prospects described by Subdivision 1 above.

9. City Council convened in open session at 6:43 p.m. taking no action.

10. Meeting adjourned at 6:43 p.m.

ATTEST:

Mayor Jimmy Mize
City Council
City of Nacogdoches

Jan Vinson, City Secretary



City Council Meeting

Date: July 6, 2021

Agenda Item: 5.B.

PRESENTER: Jan Vinson, City Secretary

ITEM/SUBJECT: Consider approval of the re-appointment of Heather Watts as the Municipal Court Judge for a two-year term. (City Secretary)

SUMMARY/BACKGROUND: The City Charter states in Article VI, Sec. 2 that the City Manager shall appoint the Municipal Court Judge for a two year term unless sooner terminated at the pleasure of the City Manager. The City Charter also states in Article V, Sec. 5 that City Council shall approve department heads before said department head assumes his/her duties.

At the City Council meeting of June 4, 2019 the City Manager recommended appointing Heather Watts as the Municipal Court Judge for a two year term which was confirmed by City Council. Judge Watts assumed her duties on July 15, 2019.

City Manager Mario Canizares is re-appointing Judge Heather Watts to another two-year term effective July 15, 2021 and is seeking confirmation of City Council.

FINANCIAL:

No financial impact associated with this item

COUNCIL PRIORITIES: THIS AGENDA ITEM IS CONSISTENT WITH THE FOLLOWING CITY COUNCIL PRIORITIES

Not Applicable

CITY CONTACT: Jan Vinson, City Secretary
vinsonj@nactx.us
936-559-2506

ATTACHMENTS:

PRESENTER: Case Opperman, Public Works Asst Director

ITEM/SUBJECT: Consider approval of multiple contracts by and between the City of Nacogdoches and SAFEbuilt Texas, S&J Fire Protection and Hardin & Associates for Customer Service Inspection (CSI) Services in a not-to-exceed amount of \$75,000.00 each. (Assistant Director of Public Works)

SUMMARY/BACKGROUND: The Texas Commission on Environmental Quality (TCEQ) is requiring cities to inspect existing and new businesses and perform Customer Service Inspections (CSI). A CSI is normally completed when a new building receives a certificate of occupancy, but many of the businesses who were established prior to this practice have never had any inspections. The purpose of a customer service inspection is to identify potential sources of contamination to the public water system. These inspections look for cross connections between a drinking water supply and a possible source of contamination or pollution, as well as lead plumbing materials. Business owners are required to provide protective measures for potential cross connections including fixtures like backflow preventers and vacuum breakers. Many local businesses do not have adequate, if any, cross contaminations controls.

Several years ago, the City was fined by TCEQ for not mandating these customer inspections and the subsequent installation of cross contamination preventative fixtures. At that time, we initiated a contract with a firm to provide CSIs for a TCEQ-designated list of over 120 businesses, most of which had to upgrade their plumbing fixtures in some way, to become compliant with regulations. We are now continuing this effort for an estimated 1,200 remaining businesses on our water system. We estimate it will take approximately a year to complete this effort.

On May 18, 2021 staff opened proposals from three firms who are certified to provide Customer Service Inspections. Three firms have been selected to provide these inspections on a time-and-materials basis (hourly). City staff will also be working, as they can, to perform as many of these inspections as we can in-house.

Staff recommends approval of three (3) Indefinite Delivery Indefinite Quantity contracts with SAFEbuilt Texas, S&J Fire Protection Services and Hardin & Associates in amounts not to exceed \$75,000 for these services.

FINANCIAL:

Item is budgeted:

Account No.: 30.36 630.70

Account Name: *Water Utilities Special Services*

Amount: \$225,000

COUNCIL PRIORITIES: THIS AGENDA ITEM IS CONSISTENT WITH THE

FOLLOWING CITY COUNCIL PRIORITIES

Infrastructure

CITY CONTACT: Case Opperman, Assistant Director of Public Works
oppermanc@nactx.us
936-559-2515

ATTACHMENTS: 1. 2021 CSI RFP Evaluation Form
2. 2021 CSI Services Contract Award

Request for Proposal
City of Nacogdoches 2021 CSI Services

		S&J Fire	Hardin	SAFEbuilt
75	Project Experience and Qualifications Project experience similar in nature to this project Experience in the last 36 months; professional designations, certifications, licences References, preferably from governmental agencies	38	66	69
180	Cost Proposal Hourly rate proposal Cost for Situation 1 Cost for Situation 2	145	148	155
45	Project Experience with the City of Nacogdoches Prior experience with the City including recent successful projects	33	0	0
300	TOTAL POINTS	216	214	224

2021 Customer Service Inspections (CSI) Services

- TCEQ requires cities to inspect existing and new businesses, perform Customer Service Inspections – No “grandfathering”
- Identifies potential sources of contamination to public water system
- Approx. 1,200 inspections remaining
- Three IDIQ contracts - \$75,000 each
 - SAFEbuilt Texas
 - S&J Fire Protection
 - Hardin & Associates



Photo: contractormag.com



City Council Meeting

Date: July 6, 2021

Agenda Item: 6.B.

PRESENTER: Sherry Morgan, Executive Director at Nacogdoches Convention & Visitors Bureau

ITEM/SUBJECT: Receive Mid-Year Report from Visit Nacogdoches. (Convention and Tourism Director)

SUMMARY/BACKGROUND: The contract between the Convention and Visitors Bureau and the City of Nacogdoches sets out reporting requirements. This report will cover operations, marketing, hotel occupancy, events and digital analytics.

FINANCIAL:

No financial impact associated with this item

COUNCIL PRIORITIES: THIS AGENDA ITEM IS CONSISTENT WITH THE FOLLOWING CITY COUNCIL PRIORITIES

Downtown Entertainment and Destination District

CITY CONTACT: Sherry Morgan, Convention and Tourism Director
sherry@visitnacogdoches.org
936-564-7351

ATTACHMENTS: 1. Mid-Year Report 2020-21



Mid-Year Report 2020-21



A Ride to Remember.

Visit Nacogdoches Staff

Executive Director

Sherry Chaney Morgan

Guest Services Coordinator

Mike Bay

Director of Sales & Promotions

Joanna Temple

Creative Content Director

Ashley Morgan

Part-Time Accountant

Cheryl Bartlett

Visit Nacogdoches Board of Directors

Chair

John McLaren

Vice Chair

Shirley Luna

Dr. Jack Nelson

Damon Ruckel

Sarah
Gallagher

Chay Runnels

Wanda Mouton

Mission

To position Nacogdoches as a historic destination by attracting overnight visitors and positively affecting the city's economy.

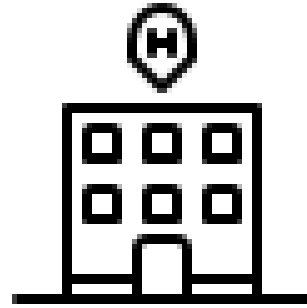


Purpose

The Nacogdoches Convention and Visitors Bureau encourages, enhances and promotes tourism-related business and special events in the Nacogdoches area.

Nacogdoches Lodging Landscape

Hotels



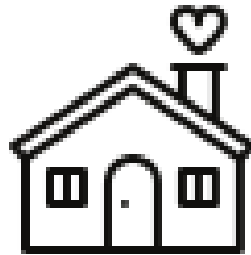
16

Beds



1122

Cabins/B&B



13

Short Term
Rental



89

CVB MARKETING PLAN FISCAL YEAR 2020/21



BRAND IDENTITY

- Oldest Town in Texas
- beautiful natural assets
- Charming, quaint, and relevant
- Safe
- Socially responsible

MESSAGING AND CAMPAIGNS (STAND ALONE & CO-OP)



TARGET AUDIENCES

- retirees
- Millenials
- Gen Z
- multi-generational travelers

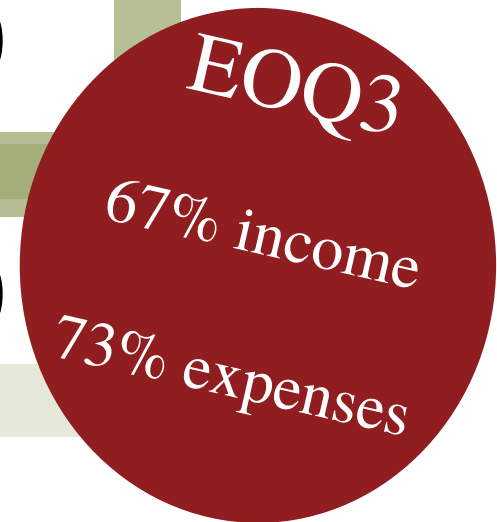
MEDIA PLACEMENT

- Texas Highways
- Texas Monthly
- Sawdust
- Social Media
- Google Ads
- Blogs

Budget

Sales, Interest, Donations, Rentals, Penny Machine	\$16,900
Reserves	\$20,800
City Subsidy	\$108,600
Room Tax	\$342,570

\$488,870





Nacogdoches

TEXAS  STARTS HERE



Visit Nacogdoches

Texas Starts Here



Nacogdoches
TEXAS

25

YEARS

ANNIVERSARY

Visit Nacogdoches

Texas Starts Here



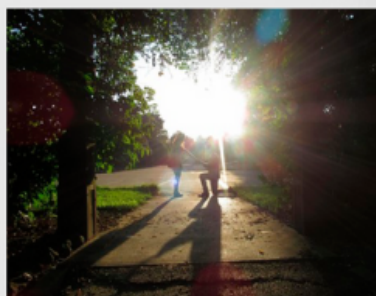
Everyone has a story about Nacogdoches that illustrates the love they've found here. Love pours from the tallest pines down to the brick streets, into the shop windows of our neighbors' businesses and through the creek-lined trails. Love Letters to Nacogdoches is a collection of self-told stories from residents and visitors of all walks of life.



LOVE LETTERS TO NACOGDOCHES



A Collection of letters written by past and present Nacogdoches residents
Compiled and produced by Visit Nacogdoches



Name: Colbie Stedje, SFASU Social Work Student

Although I was not born in Nacogdoches, I met the love of my life here, found my puppy here, and met my life long best friend here. I moved here in 2017 to attend SFASU's social work program. I was born and raised in Houston, but I have family who attended school in East Texas and a few family members that even live in East Texas. As soon as I visited Nacogdoches, I felt at home with the beautiful piney woods and the small-town spirit. I immediately was welcomed to Nacogdoches with homemade casseroles and stories about why Nacogdoches is so special. It was here I met my friend and my best friend. It was here I found my beloved puppy. I also learned that community can be your other family, and that neighbors do take care of one another. I have how friendly people are here, and how quick people are to help one another in Nacogdoches.

Moving to a new town at the age of eighteen was very scary, but I was immediately comforted by my new church family and other Nacogdoches residents. Nacogdoches is a welcoming town that I have been honored to call home for the past four years. I still remember the day I met my future spouse in Nacogdoches and our first date at the Homecoming Banquet. I have found love here in Nacogdoches. I have found a home away from my first home (in Houston). I have found church, friendship, growth, and community. I am so glad that I have found Nacogdoches.

-Colbie

Patty Cole Greer

Love Letter to Nacogdoches,

When I was accepted to enroll at Stephen F. Austin State Teachers College, I was so excited to see all the places and things my Mother experienced when she attended FTA in the 30's. She had great fond memories of the Old Stone Fort, the brick streets, the pond where they went swimming.

It all proved true when I finally got here. The beautiful homes, especially the Jones House on Hospital Street, the Old University Building, the Indian mounds and the State lot.

I did not planed to stay here, just get my degree and move on with my life but

Visit Nacogdoches
Published by Ashley Morgan • March 24 •

This week we are celebrating the wonderful Mr. Charles Bright's birthday. Charles Bright was born on March 22, 1927 and passed on August 24, 2013. He was an incredible man who lived a full life as a veteran, entrepreneur, philanthropist, author, and many other notable titles.

Bright's passion was the restoration of historic downtown Nacogdoches. Two of his favorite projects were the "Plaza Principal" project on the square and the Ingraham Building restoration which was originally home to his father's grocery business. His involvement in other downtown projects included the placement of antique street lights, planter boxes, statues and historical markers that make our city so beautiful. Mayor Richard Johnson presented him the Key to the City of Nacogdoches for outstanding service.

On April 10, 2012, Bright was presented the "Nacogdoches Life Hero Award" for his contributions to the historical improvements in the downtown district and his other services to the community. This award was presented to him and four others by The Daily Sentinel and The United Way.

On August 8, 2012, the Nacogdoches City Council voted, unanimously, to name the historic town visitor center the CHARLES BRIGHT HISTORIC TOWN CENTER in honor of his contributions to downtown. The CHARLES BRIGHT VISITOR CENTER became a reality and was officially named on March 22, 2013, on his 86th birthday.

Our town would not be what it is today without Mr. Bright. We hope to honor his legacy through our efforts to make Nacogdoches a better place to live, work, and visit. Please join us in wishing Charles Bright a happy heavenly birthday!

#Nac4History



NAC AT NIGHT

DRIVE-IN MOVIE



cost
\$6,846

profit
\$13,887



Community Forward



Chamber Stakeholder Calls presenter



Generous
Sponsors



Legacy Line merchandise



Foretravel

Marketing

Texas Highways (full page ads)

Nov 2020, April 2021 & June 2021

Texas Monthly (full page ads)

Nov 2020 , March 2021, May 2021 & July 2021

Sawdust (full page ads)

Spring 2021 (scheduled for fall 2021)

Texas State Travel Guide 2021 (1/3 page ad)

A Ride to
Remember.



When so many things are unpredictable, we come to appreciate the things that are, like the changing of the seasons. One thing we can count on is the stunning colors of fall. So, when you're ready, so is mother nature. Learn more on the Visit Nac app or at VisitNac.com.



888-564-7351
VisitNac.com

No Garden
Variety
Getaway



When Mother Nature puts on a show, every day brings a splashy new surprise. From the first azalea blossoms of spring to the spectacular colors of fall, no two days are alike in the Garden Capital of Texas. Get outside and explore the Nacogdoches gardens. Start your trip at VisitNac.com/gardens



888-564-7351
VisitNac.com



Biggest Blues
in Texas

What better place to shake off a big case of the blues than at the Texas Blueberry Festival. Celebrate with live music, games for the kids, great food and bushels of sweet, healthy blueberries. It kicks off Friday evening with a bluegrass concert in the park. Learn more with the Visit Nac app or at VisitNac.com

Texas Blueberry Festival
June 11 & 12



888-564-7351
VisitNac.com

New Blooms
Opening Daily



One thing is for sure this year. There's no stopping Mother Nature's big show. It's spring in the Garden Capital of Texas and that means one thing - azaleas! If it's Texas' largest azalea garden you're looking for, we have a **Nac** for that. Plan your stay with the Visit Nac app or at VisitNac.com/azaleas.



888-564-7351
VisitNac.com



A Ride to Remember.

Nothing soothes the soul like the open road, especially this autumn.
Maybe fall is Mother Nature's way of showing us the beauty of letting things go.
Feel the freedom, take in the color and make memories by the mile.
Map your route with the Visit Nac app or at VisitNac.com.



888-564-7351 | VisitNac.com



Take a road trip - back.

A spring road trip was a rite of passage when you were in college. What better time than this spring for a trip back to see the campus, take in Texas' largest azalea garden and to just kick back and reminisce. If it's a road trip you're ready for, we have a *Nac* for that. Plan your stay with the Visit Nac app or at VisitNac.com.



888-564-7351 | VisitNac.com



Biggest Blues in Texas

What better place to shake off a big case of the blues than at the Texas Blueberry Festival. Celebrate with live music, games for the kids, great food and bushels of sweet, healthy blueberries. It kicks off Friday evening with a bluegrass concert in the park.

Learn more with the Visit Nac app or at VisitNac.com

Texas Blueberry Festival
June 11 & 12



888-564-7351 | VisitNac.com

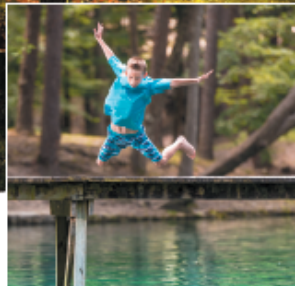


New Blooms Opening Daily

One thing is for sure this year. There's no stopping Mother Nature's big show. It's spring in the Garden Capital of Texas and that means one thing - azaleas! If it's Texas' largest azalea garden you're looking for, we have a **Nac** for that. Plan your stay with the Visit Nac app or at VisitNac.com/azaleas.



888-564-7351 | VisitNac.com



Pining for Summer Refreshment?

No matter how you like to cool down a Texas summer, there's no better place than Nac. From a thrilling splash in spring-fed waters to a music festival under the canopy of the Nacogdoches Forest, nobody serves up refreshment better. Plan your getaway now with the Visit Nac app or at VisitNac.com



Marketing

Marketing budget FY 2019-20
\$140,166

Marketing budget FY 2020-21
\$99,200

Cooperative Marketing Partnerships
Visit Tyler
Visit Palestine

Nacogdoches County Chamber of Commerce
Texas Forest Trail Region

Lodging Partner Services

Visit Nacogdoches:

- maintains website with current listings & special rates
- maintains a private Facebook group for lodging partners to receive and share information
- provides large, free-standing, 2-sided poster frames for lobbies and updates posters monthly with current special and community events and activities
- works to establish package deals between hotels and event planners
- provides free concierge book with frequently needed information

Requests for Information

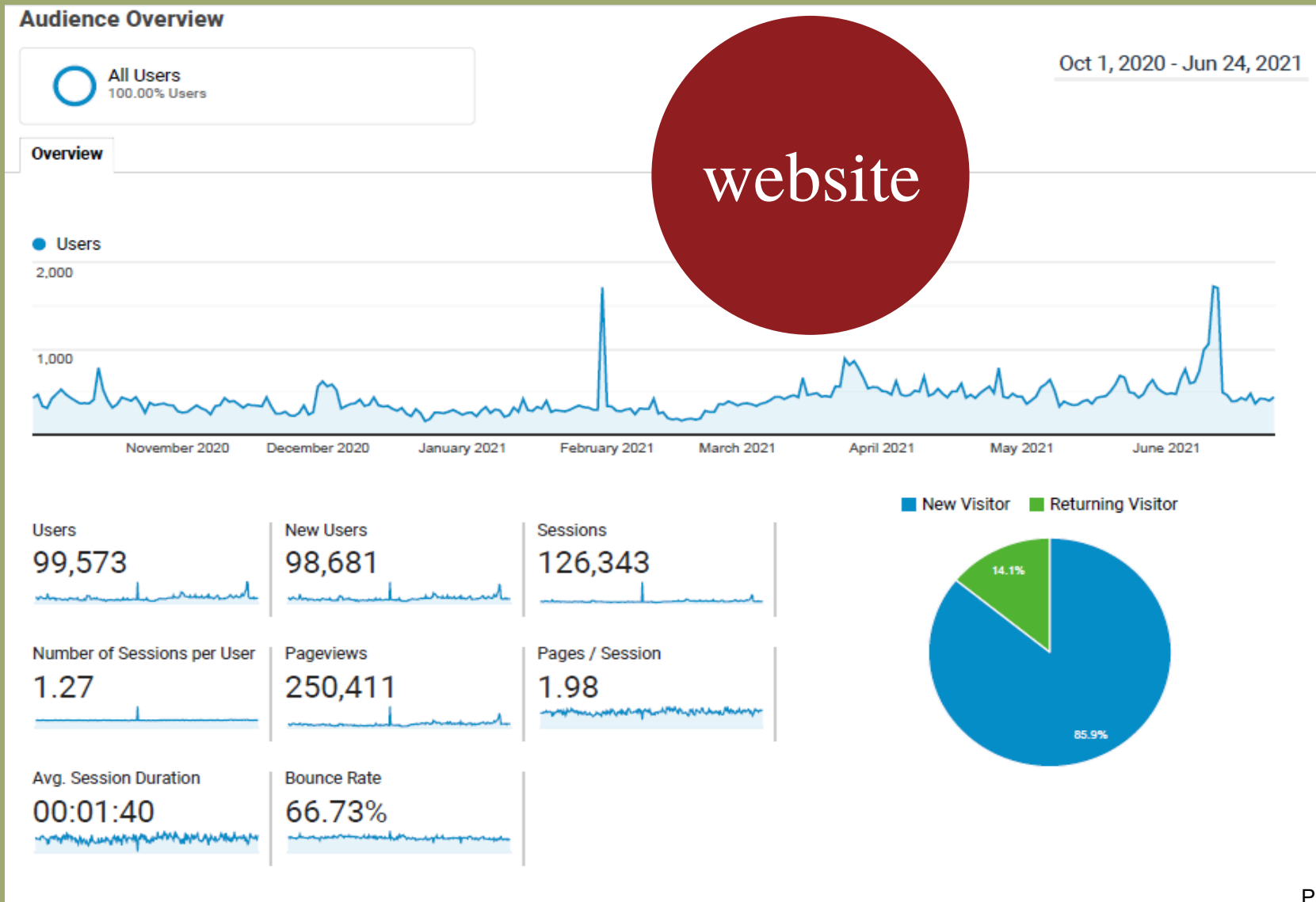


1,923

Report: Consumer Summary Report

Interest	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Total
Antiques	14	10	11	9	17	27	24	29	23	164
Arts & Culture	11	9	9	11	13	23	20	25	16	137
Azalea Trail	3	9	13	14	12	21	20	23	16	131
B & B	4	5	7	3	7	6	9	15	10	66
Blueberry Festival	5	7	8	8	14	10	14	20	20	106
Blues Festival	3	6	7	7	7	11	6	14	13	74
Dining	12	7	5	12	12	22	18	29	17	134
Fall Foliage	10	7	17	9	9	9	15	18	16	110
Film Festival	2	3	4	3	2	6	3	7	7	37
Golf	0	3	4	3	3	2	1	7	4	27
History	26	11	27	17	18	44	39	37	40	259
Hotel/Motel	7	6	7	5	7	10	9	19	8	78
Live Music	1	4	8	7	6	11	5	16	10	68
Nine Flags Festival	3	5	11	7	6	9	6	9	9	65
Outdoor	8	9	19	11	12	21	18	24	22	144
RV/Camping	6	7	5	8	5	8	11	13	10	73
SFASU	6	2	8	8	4	11	11	19	12	81
Shopping	10	10	12	15	10	16	18	25	24	140
Sports	1	2	3	5	2	2	3	6	5	29
Totals	132	122	185	162	166	269	250	355	282	1,923

Digital Presence



Digital Presence



Visit
Nac App

Communications




WHAT'S HAPPENING

June 2021

Jonathan Webster Live
Red House Winery
Saturday, June 4th

Bo Smith Live
Jethreaux's Cajun Eats
Friday, June 4th 6:30pm

Flea Market Fabulous
Saturday, June 5th
& Sunday June 6th 9am-5pm

Blueberry Jam
at Millard's Crossing
Events, Demos, Music and more!
Sunday 6/6 to Thursday 6/10

BBJam Craft Market & Live Music
Thursday, June 10th
Stage 1: Seylon Stills 6-7pm
Randy C. Moore 7-10pm
Stage 2: Enrieque Muguia 6-8pm
Ryan Paul Davis 8-10pm
Stage 3: Gypsy Jamm 6-8pm
Tammy and Stuart Anderson 7-8pm
Tyler Dhone 8-10pm

Blueberry Bluegrass Concert in the Park
The Purple Halls, Hickory Hill and The Farm Hands
Friday, June 11th
6pm-9:30pm

Summer Music Series
J. Webb
SFA Recreation
Friday, June 11th 5pm

The 31st Annual Texas Blueberry Festival
Saturday, June 12th
8am-4pm

6th Annual Anniversary Party
Lumberjack Harley-Davidson
Saturday, June 12th
Live music by Black Ice and J. Webb

Weelynd McMullen
Art Exhibit at Waterstreet Gallery
Saturday, June 12th
216 N. Church St.

Cody Johnson Live
featuring Roger Creager & Jesse Raub, Jr.
Nac Expo Center
Saturday, June 12th 7pm

Nac Snack Friday
Friday, June 25th 11am-8pm
Food trucks around Downtown Square
Live Music starts at 5:30pm

Fredonia Hotel: Music on the Patio
Every Friday at 6:30pm
6/4- Ryan Paul Davis
6/11 - Dan McMahon
6/18 - Bre Jarvis
6/25 - Ryan Paul Davis

Jonathan Webster
Live at Maklemore's Ale House & Bistro
6/2, 6/16, 6/30
Live at Red House Winery
6/5, 6/19

Banita Creek Hall
6/3 - Muscadine Bloodline
6/5- 5's A Crowd
6/26 - Jon Wolfe
6/19 - Jason Boland

Nacogdoches Restaurant Week
June 21st - 27th

Live Music
at Naca Valley Vineyard
Every Saturday at 5:30pm
6/5 - Tyler Dhone
6/12 - Randy C Moore
6/19 - Joe Cuellar
6/26 - Gypsy Jamm
Wood fired pizza every
Friday 5-9pm & Saturday 12-9pm

Pickin' On The Porch
Front Porch Distillery
Live Music 7-10pm
6/4 -BBQ Brunch 10-11
6/5 Fajitas & Ritas 6-10
w/ Randy C. Moore
6/11 - Brady Watson
6/18- Glenn Lenderman
6/19 - Nightfall
6/25 - Devin Baize
6/26- Luau Party w/ Chambers Smokehouse

Fredonia Brewery
Live Music
6/4 - Hannah Rose
6/5 - Ryan Paul Davis
6/12 - Velvet Funk
6/26 - Devin Baize Duo

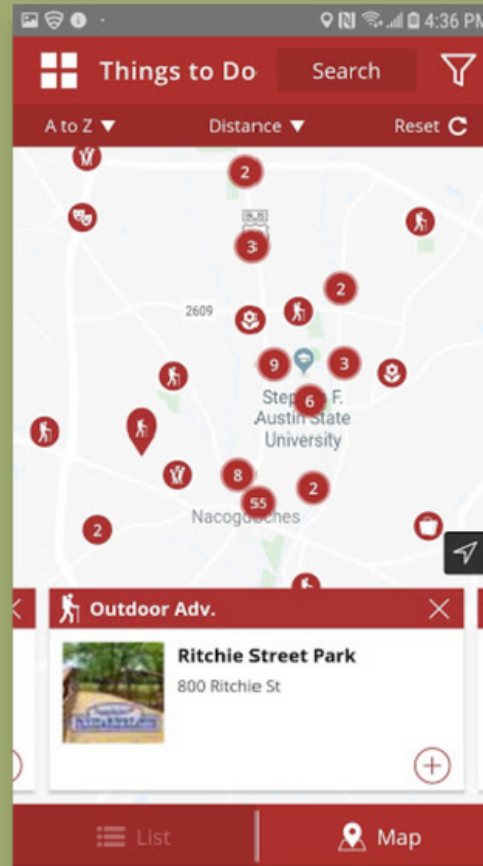
Flea Market Fabulous
Saturday, June 19th
& Sunday June 20th 9am-5pm

Coming up in July

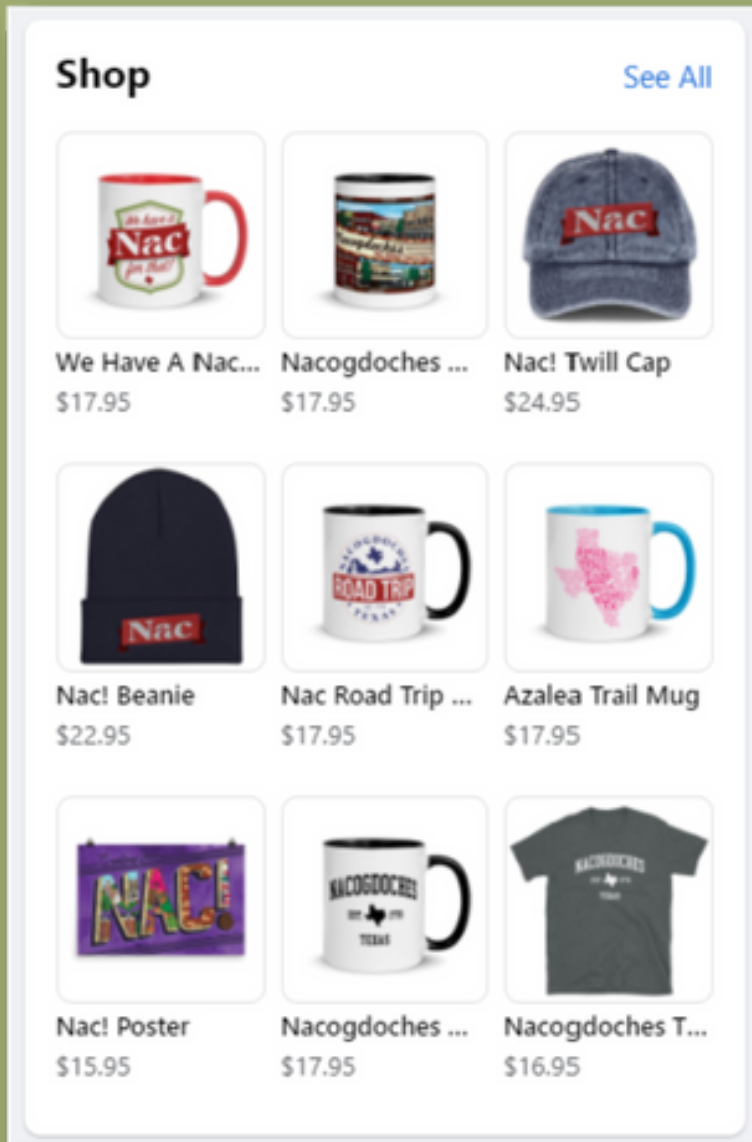
Freedom Fest in Festival Park
July 4th

Full Moon Concert featuring
80s Band "The Spicoli's"
July 24th

For tickets, information and more go to
www.visitnacogdoches.org/events

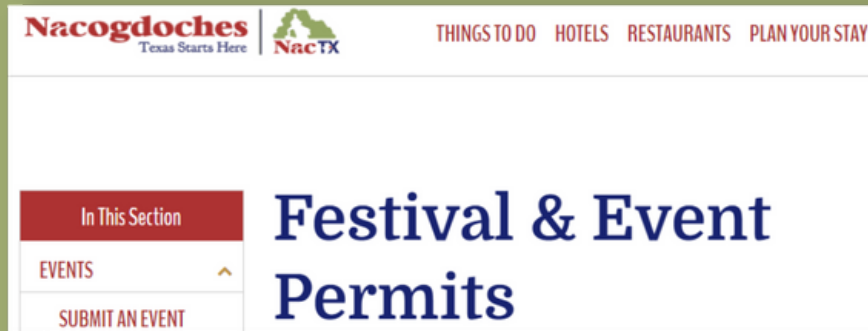


Branching Out



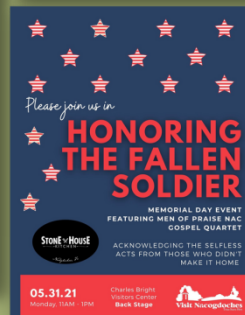
During COVID, Visit Nacogdoches launched an online store from our Facebook page. The store features exclusive designs and products not available from our gift shop and are shipped directly to the buyer.

Special Events



Point on Special Events Permitting Process

In late 2020, the CVB amended its scope of work to include hosting events as well as assume the lead role in the permitting of special events for the city.



Future Collaborations



In light of the recent renewed spirit of collaboration displayed by city leadership of Lufkin and Nacogdoches, we are in the early stages of scheduling a tourism summit with key players from each community joining forces to combine efforts and funds to best market and promote our region as well as our respective destinations.



Questions?



City Council Meeting

Date: July 6, 2021

Agenda Item: 6.C.

PRESENTER: Keith Kiplinger, Fire Chief

ITEM/SUBJECT: Receive an update regarding COVID-19. (Fire Chief)

SUMMARY/BACKGROUND: Fire and Rescue will provide an update to City Council regarding the current COVID-19 situation and the City's efforts to date. Staff will seek guidance and input from City Council on next steps. A PowerPoint will be uploaded with the most current information on July 6, 2021 prior to the start of the City Council meeting.

FINANCIAL:

No financial impact associated with this item

COUNCIL PRIORITIES: THIS AGENDA ITEM IS CONSISTENT WITH THE FOLLOWING CITY COUNCIL PRIORITIES

Community Engagement/Diverse Environment

CITY CONTACT: Keith Kiplinger, Fire Chief
kiplingerk@nactx.us
936-559-2541

ATTACHMENTS:



City Council Meeting

Date: July 6, 2021

Agenda Item: 6.D.

PRESENTER: Jimmy Mize, Mayor

ITEM/SUBJECT: Consider City Board appointments for Convention and Visitors Bureau Board, Historic Landmark Preservation Committee, Mayor's Committee on People with Disabilities, Nacogdoches Housing Authority, Planning and Zoning Commission and Zoning Board of Adjustments. (Mayor)

SUMMARY/BACKGROUND: Twice per year the City Board interviews are conducted. The Interview Committee completed interviews for the above boards and will make recommendations to fill vacant/termed positions.

FINANCIAL:

No financial impact associated with this item

COUNCIL PRIORITIES: THIS AGENDA ITEM IS CONSISTENT WITH THE FOLLOWING CITY COUNCIL PRIORITIES

Community Engagement/Diverse Environment

CITY CONTACT: Jan Vinson, City Secretary
vinsonj@nactx.us
936-559-2506

ATTACHMENTS:



City Council Meeting

Date: July 6, 2021

Agenda Item: 7.A.

PRESENTER: Larissa Philpot, Economic Development Director

ITEM/SUBJECT: Deliberation regarding Economic Development negotiations under Government Code Section 551.087 as follows:

1. Discuss or deliberate regarding commercial or financial information the City has received from business projects the City body seeks to have locate in the City of Nacogdoches and with which the City is conducting economic development negotiations; and
2. Deliberate offer of financial or other incentive to business prospects described by Subdivision 1 above.

SUMMARY/BACKGROUND:

FINANCIAL:

No financial impact associated with this item

COUNCIL PRIORITIES: THIS AGENDA ITEM IS CONSISTENT WITH THE FOLLOWING CITY COUNCIL PRIORITIES

CITY CONTACT:

ATTACHMENTS: