



January 11, 2022
11:30 a.m.
MINUTES OF MEETING
BOARD OF DIRECTORS ANNUAL MEETING
THE WOODLANDS CONVENTION & VISITORS BUREAU

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held its Board Meeting on January 11, 2022 at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 11:30 a.m. The roll was called and those in attendance were:

Present: Bruce Rieser, Chairman
John Anthony Brown, Vice Chairman
Fred Domenick, Secretary/Treasurer
Cameron Klepac, Director
Dr. Shelley Sekula-Gibbs, Director
Monique Sharp, Director
Jenny Taylor, Director

Staff Present: Nick Wolda, TWCVB President; Monique Sharp, The Woodlands Township Interim President/General Manager; Brian Albert, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Assistant Director; Ashley White, TWCVB Brand Development Manager; Josie Lewis, TWCVB Convention Development Manager; Amber George, TWCVB Marketing Specialist; Ashley Fenner, TWCVB Convention Development Specialist; Eva Castillo, TWCVB Administrative Analyst; Dana Lemons, The Woodlands Township Help Desk Analyst

1. Pledge of Allegiance;

Chairman Bruce Rieser led the Pledge of Allegiance to the United States flag and the Pledge to the Texas flag.

2. Call to order and adoption of Agenda;

Chairman Bruce Rieser called the meeting to order at 11:34 a.m. and called for the Adoption of the Agenda for this meeting that was developed and duly posted as required by law.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 7 - 0 Passed

3. Members Elect the Directors for The Woodlands Convention & Visitors Bureau Board of Directors;

Mr. Brian Albert of The Strong Firm explained procedures to the Members appointed by The Woodlands Township Board of Directors, which are Bruce Rieser, John Anthony Brown and Dr. Shelley Sekula-Gibbs.

Mr. Brian Albert distributed ballots to the Members appointed by The Woodlands Township Board of Directors. The Members of The Woodlands Convention & Visitors Bureau elected the following Directors to serve until the January 2023 Annual Meeting: Bruce Rieser, John Anthony Brown, Dr. Shelley Sekula-Gibbs, Fred Domenick, Monique Sharp, Jenny Taylor, and Cameron Klepac.

The Board of Directors of The Woodlands Convention & Visitors Bureau resolved to reduce the number of members of the Board to seven (7) Directors for 2022.

Chairman Rieser thanked the 2021 Board of Directors and welcomed the new Board.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to adopt the proposed resolution to reduce the number of Directors in 2022 to be elected to the Board of Directors of TWCVB from nine (9) to seven (7) passed unanimously.

Vote: 7 - 0 Passed

4. Directors Elect Officers for The Woodlands Convention & Visitors Bureau;

Mr. Albert explained procedures and distributed ballots to the Directors of The Woodlands Convention & Visitors Bureau. The Directors elected:

- Bruce Rieser as Chairman
- John Anthony Brown as Vice Chairman
- Fred Domenick as Secretary / Treasurer
- Nick Wolda as President, as recommended by The Woodlands Township Board of Directors.

5. Public Comment;

None;

Chairman Bruce Rieser invited J.J. Hollie and Ted Harris for comments.

J.J. Hollie thanked The Woodlands Convention & Visitors Bureau Board and staff for supporting and marketing The Woodlands.

Ted Harris stated he appreciated his time on the Board and will continue to promote Visit The Woodlands to the best of his ability.

6. Receive, consider and approve Financial Report through October 2021;

Chairman Bruce Rieser called on The Woodlands Township Interim General Manager and President, Monique Sharp. Monique Sharp presented the end fund balance for October 2021 is \$1,405,000. The Hotel Tax Collections year to date for 2021 totaled \$6,173,000. \$1,981,000 more than the previous year and 47.3% higher than the previous year. The budget finished \$349,000 higher than budgeted, 6% over, this organization has had a really strong second half of the year and is in excellent financial shape going into 2022.

Chairman Bruce Rieser expected similar outcome of the budget but would like to see more expenses made as to not have 30% of our funds still remaining at the end of year.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to accept the CVB Financial Report through October 2021. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Cameron Klepac, Director, arrived during this item at 11:49 a.m.

7. Receive, consider and approve Minutes from November 17, 2021 Special Board Meeting;

Chairman Bruce Rieser acknowledged the Minutes from the November 17, 2021 Special Board Meeting are in the Board packet for all to evaluate. No objections.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve the Minutes from November 17, 2021 Special Board Meeting. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

8. Receive, consider and act upon a presentation highlighting Visit The Woodlands International Sales and Marketing efforts;

Executive Director of Visit The Woodlands, Elizabeth Eddins, presented the efforts accomplished in the Mexico market. She announced Laura Haces departure from the department for a position at the State of Texas Tourism Department. She described the One Percent partnership, expertise in Mexico and the results in published media such as Chic Magazine, Food and Travel Mexico. Ms. Eddins also mentioned the interest the Mexico market has in The Woodlands and the investment in ads on their market.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to accept the Visit The Woodlands International Sales and Marketing effort report.

Vote: 7 - 0 Passed

9. Receive, consider and act upon an update to the 2022 Visit The Woodlands budget allocations;

Marketing Director Ashley White provided a presentation of 2022 Visit The Woodlands Marketing strategies. Mrs. White explained trade shows will display an upscale look with more greenery such as trees and plants to portray our nature within The Woodlands and what the destination offers for both work and leisure. Proposed options for upscale gift items. Mrs. White included a new videography campaign for 2022 to portray The Woodlands as leisure destination, as well as business, shows, conventions. The videography images will be displayed across all social media platforms. She presented to add marketing within our area to improve our local awareness.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Secretary/Treasurer Fred Domenick to approve the update to the 2022 Visit The Woodlands budget allocations. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

10. Receive, consider and act upon updates to the 2022 Marketing and Sales Committees;

Executive Director Elizabeth Eddins introduced the 2022 Marketing Committee led by Marketing Director Ashley White and the 2022 Sales Committee led by, Director of Sales Josie Lewis and their purposes.

Chairman Bruce Rieser requested a media event to announce the re-branding / ownership of The Woodlands Resort.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to approve the 2022 Marketing and Sales Committees.

Vote: 7 - 0 Passed

11. Receive, consider and act upon a partnership renewal with Market Street to manage the 2022 Visitor Services Program;

Chairman Bruce Rieser stated this was a needed partnership. No objections.

Jenny Taylor, Director, abstained from this Agenda item.

Motion by Vice Chairman John Anthony Brown, seconded by Director Dr. Shelley Sekula-Gibbs to approve the partnership renewal with Market Street to manage the 2022 Visitors Service Program. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

12. Receive, consider and act upon 2022 legal services for The Woodlands Convention & Visitors Bureau;

Chairman Bruce Rieser asked Directors if they preferred to take item to Executive Session or if they were prepared to vote on item at this time. No objections. Mutually agreed to vote on item.

Motion by Director Jenny Taylor, seconded by Director Dr. Shelley Sekula-Gibbs to approve the 2022 legal services with The Strong Firm for The Woodlands Convention & Visitors Bureau. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

13. Receive, consider and act upon the 2022 Visit The Woodlands Board of Directors Meeting Schedule;

TWCVB President, Nick Wolda presented the 2022 Visit The Woodlands Board of Directors meeting schedule.

- The Woodlands Convention and Visitors Bureau (TWCVB), known as Visit The Woodlands, will conduct the following meeting dates for 2022 with the addition of proposed special meeting dates, if necessary.
 - Tuesday, January 11, 2022 (Annual Meeting)
 - Wednesday, February 16, 2022
 - Wednesday, March 16, 2022 (Special meeting if necessary)
 - Wednesday, April 20, 2022
 - Wednesday, May 18, 2022 (Special meeting if necessary)
 - Wednesday, June 15, 2022
 - Wednesday, July 20, 2022 (Special meeting if necessary)
 - Wednesday, August 17, 2022
 - Wednesday, September 21, 2022 (Special meeting if necessary)
 - Wednesday, October 19, 2022
 - Wednesday, November 16, 2022 (Special meeting if necessary)
 - Wednesday, December 14, 2022

All meetings will occur at 11:30 a.m. in The Woodlands Township Board Chambers, 2801 Technology Forest Blvd., The Woodlands, Texas 77381.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to approve the 2022 Visit The Woodlands Board of Directors meeting schedule. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

14. Staff Initiative Reports;

Director of Sales Josie Lewis announced Visit The Woodlands has booked the Texas Society of Association Executives Board of Directors planning session at the Westin Hotel property this summer and presented the 2021 Sales department sales overview. She also gave an update on the Copa Rayados soccer tournament attendance and local impact.

Chairman Bruce Rieser would like to have the Copa Rayados tournament a permanent annual occurrence.

Director Dr. Shelley Sekula-Gibbs would like for CVB to partner with food establishments to promote high quality meal options during the holidays for visitors. Discussion followed.

Marketing Director Ashley White presented the 2021 advertising, social media, website, and marketing overview. The Cynthia Woods Mitchell Pavilion ranked #4 in Outdoor Amphitheater in the World for 2021. Hotel partner Kim Lowe was named Sales Professional of the Year.

Chairman Bruce Rieser reiterated it is time to spend more budget for Marketing.

Director Cameron Klepac congratulated the whole Visit The Woodlands team for cultivating a great environment for all, including partners. Director Dr. Sekula Gibbs agreed.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to accept the Staff Initiative Reports. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

15. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;

Recessed to Executive Session at 12:40 p.m.

16. Reconvene in public session;

Reconvene in Public Session at 1:18 p.m.

Secretary/Treasurer, Fred Domenick excused himself from the meeting during this item at 1:17 p.m.

17. President's Report;

President Nick Wolda introduced the new Administrative Analyst for Visit The Woodlands, Eva Castillo.

18. Board Announcements;

Director Cameron Klepac informed the Board that The Cynthia Woods Mitchell Pavilion was ranked 4th overall in the world for 2021 and 2nd in the world in gross ticket sales. The Pavilion continues to be fully staffed.

19. Agenda items for next meeting;

None.

20. Adjournment.

Motion by Vice Chairman John Anthony Brown, seconded by Director Dr. Shelley Sekula-Gibbs to adjourn. Motion carried by unanimous vote.

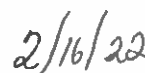
Adjourned at 1:20 p.m.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)



Fred Domenick, Secretary/Treasurer
The Woodlands CVB Board of Directors



Date