

November 13, 2019

11:30 a.m.

MINUTES OF MEETING

BOARD OF DIRECTORS MEETING

THE WOODLANDS CONVENTION & VISITORS BUREAU

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held their Board Meeting on November 13, 2019 at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 1:30 p.m. The roll was called and those in attendance were:

Present: Bruce Rieser, Chairman
John Anthony Brown, Vice Chairman
Fred Domenick, Secretary/Treasurer
J.J. Hollie, Director
Don Norrell, Director
Kevin Viteri, Director

Absent: Brian Boniface, Director

Staff Present: Nick Wolda, TWCVB President; Bret Strong, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Assistant Director; Ashley White, TWCVB Brand Development Manager; Josie Lewis, TWCVB Convention Development Manager; Sonia Guerrero, TWCVB Sr. Administrative Assistant; Mariana Almanza-Cook, TWCVB Convention Development Specialist; Amber George, TWCVB Marketing Specialist; Laura Haces, TWCVB Tourism Specialist; Ashley Fenner, TWCVB Administrative Assistant; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration

Attendees: Jenny Taylor, General Manager of Market Street

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;

Motion by Vice Chairman John Anthony Brown, seconded by Director Kevin Viteri to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 4 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Director J.J. Hollie (ABSENT)
Director Don Norrell (ABSENT)

Chairman Bruce Rieser called the meeting to order at 1:35 p.m. and called for the Adoption of the Agenda for this meeting that was developed and duly posted as required by law.

3. Public Comment;

None.

Director Don Norrell and Director J. J. Hollie arrived at 1:37 p.m

4. Receive, consider and approve Minutes from September 18, 2019 Special Board Meeting;

Motion by Vice Chairman John Anthony Brown, seconded by Director J. J. Hollie to approve the Minutes from September 18, 2019 Special Board Meeting. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Chairman Bruce Rieser explained that the minutes from the September 18, 2019 Special Board Meeting are in the Board packet for all to evaluate.

5. Receive, consider and approve the Financial Report through September 2019;

Motion by Vice Chairman John Anthony Brown, seconded by Director J. J. Hollie to approve the Financial Report through September 2019. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Chairman Bruce Rieser called The Woodlands Township Assistant General Manager Finance and Administration, Monique Sharp, to the podium to present. In terms of revenue, the total year to date budget was \$2,440,084 that compares to the actual revenue of \$2,197,896, resulting in an unfavorable variance of \$242,188. The Supplemental Hotel Tax shows an unfavorable balance of \$80,312. The majority of the unfavorable variance was due to the absence of transfers from the Township because of a favorable variance. In terms of expenditures, the year to date budget was \$2,440,084 with an actual of \$2,199,066, resulting in a \$241,018 favorable variance. The CVB had an ending fund balance in September 2019 of \$1,515,351. The Hotel Tax Report through the September 2019 period shows about 2% over the same period in comparison to the prior year.

6. Receive, consider and act upon Incentive Funds Request from the Universities Space Research Association;

Motion by Director Don Norrell, seconded by Director Kevin Viteri to approve the Incentive Funds request from the University Space Research Association. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Josie Lewis explained that The Woodlands has hosted the Lunar and Planetary Science Conference for over ten years. The conference will take place in March 16-20, 2020, and it benefits not only the accommodating Convention Center Hotel, but also brings room nights to many properties in The Woodlands. In 2019, the conference utilized 2,008 hotel rooms in The Woodlands. The Incentive Funds request is for \$15,000 to be paid directly to the University Space Research Association to be utilized for transportation and other services.

7. Receive, consider and act upon the 2020 staff travel and participation in support of Sales, Marketing and Tourism efforts outside of The Woodlands;

Motion by Vice Chairman John Anthony Brown, seconded by Secretary/Treasurer Fred Domenick to approve the 2020 staff travel and participation in support of Sales, Marketing and Tourism efforts outside of The Woodlands Township. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Travel missions could include but are not limited to the list attached to the executive summary. Staff is asking for flexibility to attend various travel missions not included on this list since various opportunities arise throughout the year that are not available at this time. The travel related expenses will not exceed the allocated funds in the 2020 Adopted Budget. Chairman Rieser expressed his support and acknowledged the great work that staff has conducted during travel missions. Discussion followed.

8. Receive, consider and act upon a partnership renewal with Market Street to manage the 2020 Visitor Services Program;

Motion by Director J. J. Hollie, seconded by Vice Chairman John Anthony Brown to approve a partnership renewal with Market Street to manage the 2020 Visitor Services Program. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

The Woodlands Visitor Concierge center is located on the north side of Market Street and is available to assist with various complementary services and to welcome visitors to The Woodlands. Jenny Taylor is grateful to offer this excellent location for visitors and thanked the Board for the support. Elizabeth Eddins added that besides the opportunity to offer community news, shopping assistance, meal reservations, coordinate activities and event information to visitors, Market Street allows Visit The Woodlands to display beautiful branded artwork throughout their location. Staff requested to continue the second year partnership with Market Street at the budgeted amount of \$65,000.

9. Receive, consider and act upon the 2020 Visit The Woodlands Board of Directors Meeting Schedule;

Motion by Secretary/Treasurer Fred Domenick, seconded by Vice Chairman John Anthony Brown to approve the 2020 Visit The Woodlands Board of Directors Meeting Schedule. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Nick Wolda presented the proposed Board of Directors Regular and Special meeting dates for 2020. The meetings will occur on the days below at 11:30 a.m. in The Woodlands Township Board Chambers, 2801 Technology Forest Boulevard, The Woodlands, Texas 77381. All dates and times are subject to change.

- Tuesday, January 14, 2020 (Annual Meeting)
- Wednesday, February 19, 2020
- Wednesday, March 18, 2020 (Special meeting if necessary)
- Wednesday, April 15, 2020
- Wednesday, May 20, 2020 (Special meeting if necessary)
- Wednesday, June 17, 2020
- Wednesday, July 15, 2020 (Special meeting if necessary)
- Wednesday, August 19, 2020
- Wednesday, September 16, 2020 (Special meeting if necessary)
- Wednesday, October 21, 2020
- Wednesday, November 18, 2020 (Special meeting if necessary)
- Wednesday, December 16, 2020

10. Receive, consider and act upon any matter regarding Staff Initiative Reports;

Motion by Vice Chairman John Anthony Brown, seconded by Director Kevin Viteri to approve the Staff Initiative Reports. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

The Sales Department hosted, along with Hyatt Place Houston/The Woodlands, 45 Exxon meeting planners. In addition, the Meeting Planners International PYM Houston event will be hosted in The Woodlands in 2020. Staff will be attending the TSAE Celebration Lunch and Holiday Sales Blitz in Austin, TX. Visit The Woodlands entertained the Q3 Advisory Committee meeting and the first educational Q3 All Hotel meeting and Marketing Committee meeting with over 40 partners in attendance. The Marketing Department presented the United Airlines Hemispheres magazine ad spread and new advertising artwork featuring The Cynthia Woods Mitchell Pavilion. In partnership with Visit Houston, staff conducted a video and photo shoot in different places around The Woodlands that will be utilized in future advertising opportunities. Visit The Woodlands hosted 57 managers and executives for United Airlines Latin America. Staff is grateful for the Board's flexibility and for allowing a quick activation for this event. The Tourism Department received two pieces of business from this event. Elizabeth Eddins attended Visit Houston's UK sales mission and world travel market with stops in London, Frankfurt, Hanover and Germany. Ms. Eddins was able to position The Woodlands as a strong destination to visit through numerous sales appointments with meeting planners, travel agents, tour-operating companies, media and different airline companies. In addition, an interview during the visit to Frankfurt, Germany, will be broadcasted multiple times with the message of Visit The Woodlands. The Woodlands Economic Development Partnership CEO, Gil Staley, joined the sales mission in London. Discussion followed.

11. 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 2:12 p.m.

12. Reconvene in Public Session;

Reconvened in Public Session at 2:38 p.m.

13. Receive, consider and act upon 2020 legal services for The Woodlands Convention & Visitors Bureau;

Motion by Director J. J. Hollie, seconded by Director Kevin Viteri to approve the 2020 legal services for The Woodlands Convention & Visitors Bureau. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Staff recommends remaining in contract with The Strong Firm for 2020 legal services. Visit The Woodlands is not required to bid out for legal services. The Strong Firm is able to provide some of the best services by having familiarity with contracts and structure of the organization, by offering a reduced rate of 34% discount over the standard attorney billing rate as well as the locality, familiarity and support to The Woodlands community.

14. Receive, consider and act upon extending an agreement with World Triathlon Corporation;

Motion by Secretary/Treasurer Fred Domenick, seconded by Vice Chairman John Anthony Brown to authorize the President and Chairman of the Board to enter into negotiations to renew an agreement between The Woodlands Convention and Visitors Bureau, known as Visit The Woodlands, and World Triathlon Corporation to produce Ironman Texas. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Nick Wolda explained that The Woodlands Township and Visit The Woodlands entered into an agreement to host IRONMAN Texas in 2010. After the continued success and growth throughout the years, the World Triathlon Corporation is asking the organization to extend the term for an additional five (5) years starting in 2021. Discussion followed.

15. Receive, consider and act upon issuing a Request for Proposal (RFP) to study potential advantages of expanding The Woodlands Township's Convention Center;

Motion by Director J. J. Hollie, seconded by Vice Chairman John Anthony Brown to approve a Request for Proposal (RFP) to study potential advantages of expanding The Woodlands Township's Convention Center. Motion carried. Secretary/Treasurer Fred Domenick abstained from voting.

Vote: 5 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSTAIN)

Director Brian Boniface (ABSENT)

Nick Wolda explained that staff and some Board members have carefully reviewed this RFP. This RFP is at no cost to Visit The Woodlands. Chairman Rieser is in support of this study to determine the feasibility and viability of expansion of the Convention Center.

16. President's Report;

President Nick Wolda congratulated the team for winning five Marcom Awards: two Platinum awards for the 2019 Visitors Guide and the Insider's Guide artwork; three Gold awards for the "We Hear That A Lot" advertising campaign, the 2019 Meeting Planner Guide and the Insider's Guide. Also, save the date for the Visit The Woodlands Holiday Pop-Up Saturday, December 14, 2019 from 12 p.m. to 3 p.m. at Market Street.

17. Board Announcements;

Chairman Rieser thanked the Board and staff for the great effort in extending Visit The Woodland's mission in 2019.

18. Agenda items for next meeting;

None.

19. Adjournment.

Motion by Vice Chairman John Anthony Brown, seconded by Chairman Bruce Rieser to adjourn. Motion carried by unanimous vote.

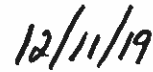
Vote: 6 - 0 Passed

Other: Director Brian Boniface (ABSENT)

Adjourned at 2:49 p.m.



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



Date