



December 11, 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 December 11, 2019 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
Don Norrell, Director
Brian Boniface, Director

Absent: J.J. Hollie, Director
Kevin Viteri, 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 Sales and Servicing Specialist; Amber George, TWCVB Marketing Specialist; Laura Haces, Tourism Specialist; Ashley Fenner, TWCVB Administrative Assistant; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration; Chris Snedeker, The Woodlands Township Help Desk Analyst

Attendees: Buck Palmer, The Woodlands Fire Department Chief; Shelley Sekula, The Woodlands Township Director

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

Vote: 5 - 0 Passed

Other: Director J.J. Hollie (ABSENT)
Director Kevin Viteri (ABSENT)

Chairman Bruce Rieser called the meeting to order at 11:35 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;

Chief Palmer approached the podium to introduced himself to the Board and offer his services.

4. Receive, consider and approve Minutes from November 13, 2019 Special Board Meeting;

Motion by Vice Chairman John Anthony Brown, seconded by Secretary/Treasurer Fred Domenick to approve the Minutes from November 13, 2019 Special Board Meeting. Motion carried by unanimous vote.

Vote: 5 - 0 Passed

Other: Director J.J. Hollie (ABSENT)
Director Kevin Viteri (ABSENT)

Chairman Bruce Rieser explained that the minutes from the November 13, 2019 Special Board Meeting are in the Board packet for all to evaluate.

5. Receive, consider and act upon 2019 accomplishments and a look at moving forward into 2020;

Motion by Director Don Norrell, seconded by Director Brian Boniface to accept the update. Motion carried by unanimous vote.

Vote: 5 - 0 Passed

Other: Director J.J. Hollie (ABSENT)
Director Kevin Viteri (ABSENT)

Elizabeth Eddins expressed that 2019 was a successful year for Visit The Woodlands; staff is becoming an authority in the Houston area as well as statewide. President Wolda served and will continue to serve in the Board for the Texas Travel Industry Association. He earned the Certified Tourism Executive designation in 2019. Assistant Director, Elizabeth Eddins, will serve her 3rd year in the Board of the Texas Association of CVB's. Marketing Manager, Ashley White, is currently in Leadership Montgomery County. Sales Manager, Josie Lewis, earned her Certified Meeting Planner designation in 2019. Tourism Specialist and Marketing Specialist, Laura Haces and Amber George, are currently working to obtain the Tourism Destination Management certification. The department received two TACVB Idea Fair awards and five Marcom awards. In 2019, the Convention Development Committee has pushed and reviewed important pieces of business and tradeshow for The Woodlands. The Marketing Committee and Marketing Department have worked hard to have up to date partner information. Staff has grown to become an excellent communication channel between partners and able to fulfill partner requests. The Sales Department hosted Rendezvous South and several Connect FAM tours in 2019. In addition, the department attended 10 sales shows and 2 sales blitz. The department updated the CRM platform and Cvent platform; and hosted several Convention Development and All-Hotel partner meetings. The Sales Department conducted 21 site tours, worked 106 leads, distributed 217 Cvent leads, serviced 94 groups and led 73 meeting connections.

The 2020 goals for the Sales Department include hiring a new sales manager, to host MPI PYM in The Woodlands, TSAE Lunch & Learn in The Woodlands, HelmsBriscoe Partner FAM and Connect Texas (2021) in The Woodlands, to expand "Show Your Badge" program and to attend 13 sales shows. The Marketing Department released high impact display through advertising campaigns and launched the "Cold Weather" advertising campaign, the Insider's Guide and Hotel Book Program. In addition, the department updated all printed collateral, worked on new event photography and videography, has ongoing content development and social media posts, as well as ongoing media and PR efforts. In 2019, the Marketing Department wrote 80 Blogs, sent 94 media pitches, created 20 editorial placements, witnessed 8.4% increase in "email opens" and received 260,000 website users. The 2020 goals for the Marketing Department include launching a new website, a full marketing plan, to expand print advertising in Mexico, a new destination video, press trips, individual media visits, new printed collateral, to launch partner extranet, a digital asset manager and develop campaign imagery. In 2019, the Tourism Department hosted three international FAMs in The Woodlands, the United Airlines Latin America Managers Meeting, a United Airlines Mexico Meeting and FAM; and attended a UK / Germany Sales & Media Mission, the IPW Annual Conference and Texas Travel Counselors Conference. The department continued partnerships with different Houston area CVB partners, the Visitor Kiosk at Market Street and produced several community events. The 2020 goals for the Tourism Department include national and international sales missions and shows, to expand the Visitor Services Program, to continue area CVB partnerships and to host community events.

6. 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 12:08 p.m.

7. Reconvene in Public Session;

Reconvened in Public Session at 12:38 p.m.

8. President's Report;

President Nick Wolda congratulated Mariana Almanza-Cook for her years of great work and dedication at Visit The Woodlands and wished her luck with her new projects at The Woodlands Economic Development Partnership. Mariana approached the podium and expressed her gratitude to the Board and staff. Also, join the team for the Visit The Woodlands Holiday Pop-Up Saturday, December 14, 2019 from 12 p.m. to 3 p.m. at Market Street.

9. Board Announcements;

Chairman Rieser thanked retiring Director Brian Boniface for the past 3 years of service and welcomed Director Dr. Shelley Sekula-Gibbs to the Board. Director Boniface expressed his appreciation and thanked President Wolda for his leadership. Director Domenick explained that The Woodlands Marriott Hotel and Convention Center completed its yearly renovation and is looking forward to next year's extensive \$10 million update and renovation of the property. Director Norrell announced the Township's approval of a non-binding MOU with The Cynthia Woods Mitchell Pavilion for a performing arts facility that will be located in the "gold lot" in Town Center area.

10. Agenda items for next meeting;

None.

11. Adjournment.

Motion by Director Brian Boniface, seconded by Vice Chairman John Anthony Brown to adjourn.
Motion carried by unanimous vote.

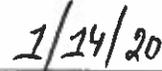
Vote: 5 - 0 Passed

Other: Director J.J. Hollie (ABSENT)
Director Kevin Viteri (ABSENT)

Adjourned at 12:47 p.m.



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



Date