



**January 12, 2021**  
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 January 12, 2021 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  
J.J. Hollie, Director  
Kevin Viteri, Director  
Ted Harris, Director  
Jenny Taylor, Director  
Cameron Klepac, Director  
Jeff Jones, Director
- Absent:** Fred Domenick, Secretary/Treasurer  
Shelley Sekula-Gibbs, Director
- Staff Present:** Nick Wolda, TWCVB President; Bret Strong, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Assistant Director; Ashley White, TWCVB Brand Development Manager; Sonia Guerrero, TWCVB Administrative Analyst; Laura Haces, TWCVB Tourism Specialist; Amber George, TWCVB Marketing Specialist; Ashley Fenner, TWCVB Sales and Servicing Specialist; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration
- Attendees:** Ana Cosio, Resident; Carlos Wehby, Resident; Tom Schwarzkopf, SRVA President

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 A. Brown, seconded by Director Ted Harris to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

**Vote:** 7 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)  
Director Shelley Sekula-Gibbs (ABSENT)

Chairman Bruce Rieser called the meeting to order at 11:32 a.m. and called for the Adoption of the Agenda for this meeting that was developed and duly posted as required by law.

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

Motion by Director J.J. Hollie, seconded by Director Kevin Viteri to adopt the proposed resolution to increase the number of Directors to be elected to the Board of Directors of TWCVB from nine (9) to ten (10) to be effective immediately prior to the Members' election of new Directors for the Board of Directors of TWCVB. Motion carried by unanimous vote.

**Vote:** 7 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)  
Director Shelley Sekula-Gibbs (ABSENT)

Bret Strong explained procedures. The Board of Directors of The Woodlands Convention & Visitors Bureau resolved to add an additional member to the Board.

Bret Strong distributed ballots to the Members appointed by The Woodlands Township Board of Directors for the 2021 term, which are Bruce Rieser, John Anthony Brown and Shelley Sekula-Gibbs. The Members of The Woodlands Convention & Visitors Bureau elected the following Directors to serve until the January 2022 Annual Meeting: Bruce Rieser, John Anthony Brown, Shelley Sekula-Gibbs, Fred Domenick, J. J. Hollie, Kevin Viteri, Ted Harris, Jenny Taylor, Cameron Klepac and Jeff Jones. Chairman Rieser thanked the 2020 Board and welcomed the new addition to the Board.

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

Bret Strong explained procedures and distributed ballots to the Directors of The Woodlands Convention & Visitors Bureau. The Directors elected Bruce Rieser as Chairman. John Anthony Brown was elected as Vice Chairman. Fred Domenick was elected as Secretary/Treasurer. Nick Wolda was elected President, as recommended by The Woodlands Township Board of Directors.

5. Public Comment;

None.

6. Receive, consider and approve Minutes from November 18, 2020 Regular Board Meeting;

Motion by Vice Chairman John A. Brown, seconded by Director J.J. Hollie to approve the Minutes from November 18, 2020 Regular Board Meeting. Motion carried. Director Jeff Jones abstained as he was not a Board member in 2020.

**Vote: 7 - 0 Passed**

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Director Shelley Sekula-Gibbs (ABSENT)

Director Jeff Jones (ABSTAIN)

Chairman Bruce Rieser explained that the Minutes from the November 18, 2020 Regular Board Meeting are in the Board packet for all to evaluate.

7. Receive, consider and approve the Financial Report through November 2020;

Motion by Director Jenny Taylor, seconded by Director Ted Harris to approve the Financial Report through November 2020. Motion carried by unanimous vote.

**Vote: 8 - 0 Passed**

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Director Shelley Sekula-Gibbs (ABSENT)

Chairman Bruce Rieser called on The Woodlands Township Assistant General Manager Finance Administration, Monique Sharp. In terms of revenue, the total year to date budget for November was \$2,956,450 comparing to the actual revenue of \$1,566,069, resulting in an unfavorable variance of \$1,390,381 due to COVID-19 impact on hotel collections and it's relative to what it had been forecasted for this year. In terms of expenditures, the year to date budget was \$3,015,558 with an actual of \$1,645,080 through the end of November 2020. This resulted in \$1,370,478 reduction in expenditures for the year due to the Board of Directors and staff's proactive approach on minimizing expenditures during Covid-19. The CVB had an ending fund balance in November 2020 of \$1,436,340. The Hotel Occupancy Tax for December 2020 showed a 57% decrease from 2019. Discussion followed. Nick Wolda provided brief examples of staff efforts to reduced expenditures.

8. Receive, consider and act upon a 2020 recap, 2021 Recovery Plan and looking forward;

Motion by Director Jenny Taylor, seconded by Director Kevin Viteri to accept the 2020 recap and 2021 Recovery Plan. Motion carried by unanimous vote.

**Vote: 8 - 0 Passed**

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Director Shelley Sekula-Gibbs (ABSENT)

Elizabeth Eddins provided a recovery plan overview of 2020. A complete report is found in the agenda packet and include the following:

- The Visit The Woodlands staff was tasked with the responsibility to maintain its role in supporting the local tourism economy while strategically positioning The Woodlands for leisure tourism and business travel success post-crisis.

- Each department had a total budget reduction of approximately 50 percent.
- Engaged industry stakeholders such as the Board of Directors, Committees and business or media partners to address economic, social and environmental challenges.
- Provided local partners with education and training materials to the industry.
- Called upon support from elected and appointed officials.
- Played an enhanced role in building and amplifying community spirit and strategies to engage with local residents and promote tourism via social media channels.
- Staff achieved most advertising and media design in-house.

For 2021, Visit The Woodlands will continue to market and promote The Woodlands as a premier destination for visitors and meetings to audiences outside of The Woodlands with sales missions & tradeshows, meeting incentives, media missions, website marketing, in-house advertising, content development, public relations, visitor & local services, special events, and film commission initiatives. John A. Brown, Vice Chairman, asked staff to be active in 2021 and continue working towards bringing tradeshows and events to The Woodlands. Kevin Viteri, Director and General Manager of The Embassy Suites at Hughes Landing, has seen a rise in short term bookings but he continues to see uncertainty in meeting bookings. Cameron Klepac, Director of Marketing & Education at the Cynthia Woods Mitchell Pavilion, is confident that the Pavilion will have a 2021 season but has not finalized performance dates. Staff at the Pavilion continues to work with community partners to bring community events to the Pavilion. Also, she shared that the 2020 survey had positive comments from respondents. Ted Harris, Director and Senior General Manager of The Woodlands Mall, added that from a corporate perspective The Woodlands Mall is expecting a positive year. Jenny Taylor, Director and General Manager of Market Street-The Woodlands, echoed the Board's sentiment. Most tenants located in Market Street exceeded expectations compared to trends. In addition, the company continues to be cautiously moving forward in 2021. J.J. Hollie, Director & President & CEO of The Woodlands Area Chamber of Commerce, has experienced similar response from business members. The team at The Woodlands Area Chamber of Commerce has seen positive responses as the new vaccine has become available and the business community is ready to recover financially. Jeff Jones, Director and General Manager of The Woodlands Township, mentioned that from the Township's perspective, the organization has seen strong permit activity as property owners invest in their homes. In addition, the Township has observed a stronger than predicted sales tax revenue for 2020. To conclude, Chairman Rieser mentioned that he views 2021 as a transition year, but the organization should still expect a Hotel Occupancy Tax shortfall. Additionally, Chairman Rieser stressed that the Visit The Woodlands staff is ready to safely host and support events or conventions when the organizers are ready.

9. Receive and consider upon the Copa Rayados Internacional Soccer Tournament 2020 update;

Motion by Vice Chairman John A. Brown, seconded by Director Ted Harris to accept the 2020 Copa Rayados Internacional Soccer Tournament report. Motion carried by unanimous vote.

**Vote: 8 - 0 Passed**

Other: Secretary/Treasurer Fred Domenick (ABSENT)  
Director Shelley Sekula-Gibbs (ABSENT)

Elizabeth Eddins provided the yearly update presented to the Board of Directors as per the Agreement. In 2020, despite pandemic restrictions and cancellations, the event met a steady demand in occupancy compared to previous years receiving 1,264 hotel room nights. A detailed report can be found in the agenda packet.

10. Staff Initiative Reports;

Motion by Director J.J. Hollie, seconded by Director Jenny Taylor to approve the Staff Initiative report. Motion carried by unanimous vote.

**Vote:** 8 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)  
Director Shelley Sekula-Gibbs (ABSENT)

The Sales Department plan for Q1-2021 includes sales missions and tradeshow, TACVB Sales Blitz 2021 planning, site and FAM tours and conduct a Sales Advisory Committee meeting. The Marketing Department plan for Q1-2021 includes future advertising, website & content development, social media campaigns, media & PR efforts, update marketing collateral and conduct a Marketing Committee meeting. The Tourism Department plan for Q1-2021 includes improving the Visitor Services Program, Around Houston & other strategic partnerships, wedding servicing, special events and Film Commission initiatives.

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 12:34 p.m.

12. Reconvene in Public Session;

Reconvened in Public Session at 1:09 p.m.

13. President's Report;

None.

14. Board Announcements;

Director J. J. Hollie invited everyone to participate in "Taste of the Town" which features excellent participating restaurants throughout the month of January 2021. For more information visit [www.woodlandschamber.org](http://www.woodlandschamber.org). Director Jenny Taylor announced the grand opening of "Tommy Bahama Home" on January 16, 2021 in Market Street The Woodlands.

15. Agenda items for next meeting;

The next Regular Visit The Woodlands Board of Directors meeting is tentatively scheduled for February 17, 2021 at 11:30 am.

16. Adjournment.

Motion by Vice Chairman John A. Brown, seconded by Director Jenny Taylor to adjourn. Motion carried by unanimous vote. Adjourned at 1:11 p.m.

**Vote: 8 - 0 Passed**

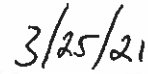
Other: Secretary/Treasurer Fred Domenick (ABSENT)

Director Shelley Sekula-Gibbs (ABSENT)



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



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Date