



January 8, 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 January 8, 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
Brian Boniface, Director
J. J. Hollie, Director
Don Norrell, 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; Makena Holland, TWCVB Administrative Assistant; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration
- Attendees:** Maria Luisa Rincon, The Villager; Kelly Batterson, TWA Festival Director; Jenny Carattini-Wright, TWAC Interim Dev. Director; Roberto Intriago, Hyatt Centric The Woodlands GM

1. Pledge of Allegiance;

Previous Board 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 Brian Boniface to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 7 - 0 Passed

Previous Board 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.

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

Previous Board Chairman Rieser called on Bret Strong to present. Mr. Strong explained the procedures for election. The Directors of The Woodlands Township are the Class A Members who elect the Board of Directors for the coming year. Mr. Strong then distributed the ballots and explained the recommendations that have been made. After the vote, Mr. Strong announced that it was unanimous; the Directors who were elected were Brian Boniface, John Anthony Brown, Bruce Rieser, Don Norrell, Fred Domenick, J. J. Hollie and Kevin Viteri. The tally was unanimous.

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

Bret Strong presented the instructions that the Directors will elect the Officers for the CVB. The recommended positions are Chairman, Vice Chairman and Secretary/ Treasurer. Bret Strong made a note that the Township Board has already made a recommendation for Nick Wolda as President. Director Brown recommended Bruce Rieser as Board Chairman. Director Rieser recommended Director Brown remain as Vice Chairman and Fred Domenick remain as Secretary/Treasurer. Mr. Strong then distributed the ballots for the election. Bret Strong announced that the vote was unanimous and Bruce Rieser was elected Chairman of The Woodlands CVB, John Anthony Brown as Vice Chairman, Fred Domenick as Secretary/Treasurer and as President Nick Wolda.

5. Public Comment;

None

6. Consider and approve Minutes from November 14, 2018 Regular Board Meeting;

Motion by Director J. J. Hollie, seconded by Director Don Norrell to approve the minutes from November 14, 2018 carried by unanimous vote.

Vote: 7 - 0 Passed

Chairman Bruce Rieser explained that the minutes from the November 14, 2018 Regular Board Meeting are in the Board packet for all to evaluate.

7. Consider and approve Financial Report through October 2018;

Motion by Director Brian Boniface, seconded by Vice Chairman John Anthony Brown to approve the Financial Report through September 2018. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Chairman Bruce Rieser called The Woodlands Township Assistant General Manager Finance and Administration, Monique Sharp, to the podium to present the CVB Financial Report through October 2018. The total year to date budget is \$2,403,256 that compares to the actual revenue of \$1,910,224. There is an unfavorable variance of \$493,032 due to The Township not having to transfer any budgeted funds due to a favorable Supplemental Hotel Tax revenue and favorable expenditure variance. The Supplemental Hotel Tax is favorable with \$113,120. In terms of expenditures, the year to date budget is \$2,428,423 with actual expenditures being \$2,004,211 with a favorable variance of \$424,212. The CVB has an ending fund balance of \$1,577,409.

8. Receive, consider and act upon the 2019 Advertising Sponsorship for The Waterway Arts Festival;

Motion by Director J. J. Hollie, seconded by Director Fred Domenick to approve the 2019 Advertising Sponsorship for The Waterway Arts Festival in the amount of \$20,000. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Elizabeth Eddins, Visit The Woodlands Assistant Director, explained that staff is supportive of this festival, currently in its 14th year and ranked as one of the finest festivals in the nation. This festival is used as part of Visit The Woodlands marketing efforts. Kelly Batterson, The Waterway Arts Festival Director, approached the podium and explained that in 2018 the festival had 208 participating artists, around 10,000 attendees, and 16.5 million impressions in television, radio and paper. For 2019, the goals of the festival are to generate funding, increase audience reach by expanding the media PR and by adding cultural elements to the festival and celebrating diversity. Sponsorship for the 2019 festival was included in the approved 2019 Budget.

9. Receive, consider and act upon the 2019 Visit The Woodlands Board of Directors Meeting Schedule;

Motion by Director Brian Boniface, seconded by Vice Chairman John Anthony Brown to approve the 2019 Visit The Woodlands Board of Directors Meeting Schedule. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Nick Wolda, Visit The Woodlands President, presented the proposed Board of Directors Regular and Special meeting dates for 2019. The meetings will occur the following days:

- Tuesday, January 8, 2019 (Annual Meeting)
- Wednesday, February 20, 2019
- Wednesday, March 20, 2019 (Special meeting if necessary)
- Wednesday, April 17, 2019
- Wednesday, May 15, 2019 (Special meeting if necessary)
- Wednesday, June 19, 2019
- Wednesday, July 17, 2019 (Special meeting if necessary)
- Wednesday, August 14, 2019
- Wednesday, September 18, 2019 (Special meeting if necessary)
- Wednesday, October 16, 2019
- Wednesday, November 13, 2019 (Special meeting if necessary)
- Wednesday, December 11, 2019

Each meeting will occur in The Woodlands Township Board Chambers, 2801 Technology Forest Boulevard, The Woodlands, Texas 77381 at 11:30 a.m.

10. Receive, consider and act upon the Copa Rayados Internacional Soccer Tournament 2019 Update;

Motion by Director Brian Boniface, seconded by Vice Chairman John Anthony Brown to approve the terms and submit the contract for review to The Woodlands Township Board of Directors. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Josie Lewis, Visit The Woodlands Convention Development Manager, explained that the CVB, known as Visit The Woodlands, along with The Woodlands Township had contracted with Premier Soccer Services to bring in between 160-200 soccer teams over the Thanksgiving week for a three-year agreement beginning in 2016 through 2018. Over the course of 3 years, there was an increase in hotel participation within The Woodlands Township with 483 hotel room nights booked in 2016, 440 in 2017 and 1,385 in 2018. Visit The Woodlands and Premier Soccer Services discussed intentions to consider another three-year contract with additional requirements. The changes proposed include minimum hotel room nights of 1,400 or the amount of inventory offered within the Copa rate range. If minimum hotel rooms are not booked within The Woodlands hotels, PSS would be subject to a sliding scale payment to The Woodlands Township for field usage.

11. Receive, consider and act upon an agreement with Visit Houston & Beyond;

Motion by Director Don Norrell, seconded by Director Brian Boniface to approve the partnership and agreement between Visit The Woodlands and Visit Houston and Beyond at the Gold level of \$15,000. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Elizabeth Eddins, Visit The Woodlands Assistant Director, began by saying that to amplify the destination message, in 2015 a partnership was developed with Visit Houston and Beyond allowing Visit The Woodlands to participate in advertising opportunities, trade shows and events that promote the region 90 miles surrounding Houston. For 2019, the partnership includes enhanced web and social campaigns to highlight our destination, as well as exclusive opportunities acquired by Visit The Woodlands Assistant Director to include FAM tours, UK media sales mission and unique activations in the U.S. This partnership was included in the adopted 2019 Budget.

12. Receive, consider and act upon the renewal of the Simpleview Inc. service agreement;

Motion by Director Brian Boniface, seconded by Vice Chairman John Anthony Brown to approve the service agreement with Simpleview, Inc. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Ashley White, Visit The Woodlands Brand Development Manager, explained that the original three-year agreement was approved by the Board of Directors in January 2015 and expires in February of 2019. Simpleview CRM, is a database management system that combines relationship management with sales, reporting, forecasting. It includes integrations for Outlook and Cvent, a sales tool that tracks leads. Other features of Simpleview CRM include inventory management of promotional items, and tracking of partner benefits including site visits, FAM trips and media placements. The 2019 agreement is for a three-year term, with an annual license fee of \$25,000.

13. Receive, consider and act upon the contract to renew a partnership with Adara;

Motion by Vice Chairman John Anthony Brown, seconded by Director J. J. Hollie to approve the partnership agreement with Adara. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Ashley White, Visit The Woodlands Brand Development Manager, mentioned that Adara is currently being used by the department to track advertising effectiveness and measure its website impact. It also provides insights that can be used to personalize and shape marketing campaigns, including hotel searches and bookings, origin markets, hotel revenue, website visits, flight searches and bookings and a full traveler profile. This service agreement is for a two-year term, with an annual license fee of \$18,000. This amount was allocated for in the adopted 2019 Budget.

14. Receive, consider and act upon creation of Visit The Woodlands New Initiatives Committee;

Motion by Director Brian Boniface, seconded by Director Kevin Viteri to accept the report as presented for the New Initiatives Committee led by Vice Chairman John Anthony Brown. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Nick Wolda, Visit The Woodlands President, with the support of Chairman Rieser proposed the creation of a new committee to be led by Vice Chairman John Anthony Brown with the purpose of focusing on the future of The Woodlands as a visitor destination. This may involve developing ideas for the beautification of The Woodlands, new concepts, networking or help give direction to this destination by utilizing its assets and make this a strong destination to offer to visitors.

15. Receive, consider and act upon the reissuance of a Request for Interest for a New and Innovative Water Vessel Operation on The Woodlands Waterway;

Nick Wolda, Visit The Woodlands President, explained that since the Waterway Cruiser operations stopped in 2017, the staff receives interest calls for the Waterway Cruisers and boat operators or manufacturers have reached out to offer their services. Chairman Bruce Rieser moved to table this item.

16. Staff Initiative Reports;

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

Vote: 7 - 0 Passed

Josie Lewis, Visit The Woodlands Convention Development Manager, began with a recap from 2018 to include the Creation of Permanent Restaurant Discount Program, a new sales proposal template, Rendezvous South bid win, HelmsBriscoe Hotel Crawl, Exxon Mobil meeting planner showcase, recipients of Convention South Reader Choice Award and TACVB Catalyst Award, the creation of Convention Development Advisory Committee, SXSW activation, 20 site tours conducted, 88 organic leads distributed, 206 Cvent leads received, over 5,800 welcome bags distributed, 31 groups serviced and over 77 meeting connections. The Convention Development department is currently planning Rendezvous South opening ceremony, setting FAM dates and committee dates, and researching off site venue options for Society of Petrophysicists and Well Log Analysts. In addition, 2019 Sales missions include TACVB Sales Symposium and Houston Sales Blitz, Rendezvous South in The Woodlands, Cinco De Mayo Austin Blitz Event, MPI World Education Congress, CVENT Connect, Connect Marketplace, IMEX America, TSAE New Ideas Conference and MPI PYM LIVE Event. Ashley White, Visit The Woodlands Brand Development Manager, began with November highlights in support of the new creative campaign to include international ad click through rate of 54%, weekend influenced ad click through rate of 22%, paid search CTR of 8.9% and an increase in length of hotel stays by 30%. The website has shown and increase organic search of 14%, a display ad increase of 50%, an increase leisure landing page views of 38%, and increase in forms submissions by 110% and an increase in downloads by 60%.

With the social media influencer campaign, the department received over 400,000 impressions, 7,429 engagements and it increased our website traffic by 369%. In 2018 the Marketing Department had an increase of 1,213% in pitches sent, a 600% increase in editorial placements received, hosted more than 43% of journalist compared to 2017 and increased its ad value and PR value by 85%.

17. 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 12:57 p.m.

18. Reconvene in public session;

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

19. Receive, consider and act upon Visit The Woodlands purchase policy;

The Visit The Woodlands Board of Directors took no action regarding a purchase policy.

20. President's Report;

Nick Wolda, Visit The Woodlands President, announced the new Tourism Specialist position was posted to the Township website. Visit The Woodlands is excited to participate in The Woodlands Children's Museum new "Clifford The Big Red Dog" interactive exhibit.

21. Board Announcements;

Director J. J. Hollie announced "Taste of The Town" taking place January 17, 2019 at The Woodlands Waterway Marriott and Convention Center.

22. Agenda items for next meeting;

No items were suggested.

23. Adjournment.

Motion by Director Brian Boniface, seconded by Chairman Bruce Rieser to adjourn. Motion passed unanimously.

Vote: 7 - 0 Passed

Adjourned at 1:12 p.m.



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



Date

THE WOODLANDS CONVENTION AND VISITORS BUREAU

Ballot
for
Officers of The Woodlands Convention and Visitors Bureau
January 8, 2019

In accordance with the Bylaws of The Woodlands Convention and Visitors Bureau (TWCVB), the Board of Directors of TWCVB is charged with the responsibility of electing Officers of TWCVB and Officers to serve on the Board of Directors for TWCVB. Eligible persons who have expressed an interest and willingness to serve as Officers of TWCVB are stated below.

It is recommended that TWCVB Directors select these individuals by written ballot as Officers of The Woodlands Convention & Visitors Bureau.

(Please vote by placing an "x" beside the name of the nominee and by signing your name below.)

Write In:

Chairman:	Bruce Rieser
Vice Chairman:	John Anthony Brown
Treasurer/Secretary:	Fred Domenick

Recommendations from The Woodlands Township Board of Directors:

President:	Nick Wolda

Signature: 

Current Directors of The Woodlands Convention and Visitors Bureau:

- | | |
|--------------------|---------------|
| Brian Boniface | Fred Domenick |
| John Anthony Brown | JJ Hollie |
| Bruce Rieser | Kevin Viteri |
| Don Norrell | |

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(Please vote by placing an "x" beside the name of the nominee and by signing your name below.)

Write In:

Chairman: <u>Bruce Rieser</u>	x	
Vice Chairman: <u>John A. Brown</u>	x	
Treasurer/Secretary: <u>Fred Domenick</u>	x	

Recommendations from The Woodlands Township Board of Directors:

President: Nick Wolda	x	

Signature: 

Current Directors of The Woodlands Convention and Visitors Bureau:

- | | |
|---------------------------|----------------------|
| Brian Boniface | Fred Domenick |
| John Anthony Brown | JJ Hollie |
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Write In:

Chairman:	Bruce Rieser	x	
Vice Chairman:	John A Brown	x	
Treasurer/Secretary:	FRED DOMINICK	x	

Recommendations from The Woodlands Township Board of Directors:

President: Nick Wolda	x		

Signature: _____

Current Directors of The Woodlands Convention and Visitors Bureau:

- | | |
|--------------------|---------------|
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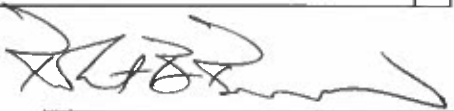
(Please vote by placing an "x" beside the name of the nominee and by signing your name below.)

Write In:

Chairman:	<input checked="" type="checkbox"/>	BRUCE RIESEL	
Vice Chairman:	<input checked="" type="checkbox"/>	J. A. BROWN	
Treasurer/Secretary:	<input checked="" type="checkbox"/>	FRED DOMINICK	

Recommendations from The Woodlands Township Board of Directors:

President: Nick Wolda	<input checked="" type="checkbox"/>		

Signature: 

Current Directors of The Woodlands Convention and Visitors Bureau:

- | | |
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Write In:

Chairman:	
Vice Chairman:	
Treasurer/Secretary:	

Bruce Rieser	X
John Anthony Brown	X
Fred Domenick	X

Recommendations from The Woodlands Township Board of Directors:

President: Nick Wolda	

Nick Wolda	X

Signature: 

Current Directors of The Woodlands Convention and Visitors Bureau:

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Write In:

Chairman:	
Vice Chairman:	
Treasurer/Secretary:	

REUSER	
J.A. BROWN	
FRED	

Recommendations from The Woodlands Township Board of Directors:

President: Nick Wolda	

NICK	

Signature:



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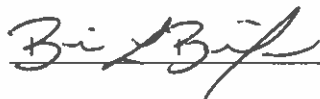
(Please vote by placing an "x" beside the name of the nominee and by signing your name below.)

Write In:

Chairman: <u>BRUCE RIESER</u>	X	
Vice Chairman: <u>John Anthony Brown</u>	X	
Treasurer/Secretary: <u>Fred Domenick</u>	X	

Recommendations from The Woodlands Township Board of Directors:

President: <u>Nick Wolda</u>	X	

Signature: 

Current Directors of The Woodlands Convention and Visitors Bureau:

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