THE WOODLANDS
CONVENTION & VISITORS BUREAU

VISIT The Woodlands

April 15, 2026
8:30 a.m.
MINUTES OF MEETING
REGULAR 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 April 15, 2026, at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 8:30 a.m. The roll was called and those in attendance were:

Present:	Linda Nelson, Chairman Cindy Heiser, Vice Chairman Cameron Klepac, Secretary/Treasurer Noemi Gonzalez, Director Adam Lamb, Director Kim Lowe, Director Monique Sharp, Director
Absent:	
Staff Present:	Nick Wolda, President; Elizabeth Eddins, Executive Director; Josie Lewis, Director of Sales; Andrea Day, Creative Media Coordinator; Brooklyn Newell, Social Media Coordinator; Rachael Varner, Content Coordinator; Ashley Fenner, Senior Sales Specialist; Julie Quinn, Sales & Servicing Specialist; and Carla Twidell, Administrative Analyst.
Attendees:	Freddy Carrion, The Woodlands Township Help Desk Analyst; Kellan Shaw, Township Chief Financial Officer; and Bret Strong, Legal Counsel;

1. Pledge of Allegiance;

Led by Kim Lowe, Director.

2. Call to order and adoption of Agenda;

The meeting was called to order by Chairman Nelson at 8:30 a.m. A motion to adopt the meeting Agenda by the Members passed unanimously.

Motion by Vice Chairman Cindy Heiser, seconded by Director Kim Lowe

Vote: 7-0 Passed

3. Public Comment;

None.

4. Receive, consider and act upon Director positions being vacated;

Motion to accept two resignations passed unanimously.

Motion by Director Noemi Gonzalez, seconded by Vice Chairman Cindy Heiser

Vote: 6-0 Passed

5. Receive, consider and approve Minutes from February 18, 2026 Regular Board Meeting;

Motion to approve the February 2026 Minutes passed unanimously.

Motion by Vice Chairman Cindy Heiser, seconded by Secretary/Treasurer Cameron Klepac

Vote: 6-0 Passed

6. Receive, consider and approve Financial Report through December 2025;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through December 2025. The year-to-date budgeted revenue is $3,976,572. Year to date actual is $3,769,812 for an unfavorable variance of $206,760. Mrs. Shaw stated this is due to the additional hotel occupancy tax not being transferred for CVB's operational expense.

The year-to-date budgeted expenditures is $3,976,572. Year-to-date actual is $3,769,812 for a year-to-date favorable variance of $206,760.

The Hotel Occupancy Tax Deposits for 2025 include all 12 months. Year-to-date budgeted is $10,560,265. Year-to-date collected $10,348,155, for a year-to-date unfavorable variance of $212,110. We are under budget by 2% at $212,110.

The year-to-date budgeted Sales Tax Deposit is $77,450,600. Year-to-date actual is $78,889,850 for a year-to-date favorable variance of $1,439,250 with collections of $5,146,0804 over the 2024 collections.

Motion to approve the Financial Report through December 2025 passed unanimously.

Motion by Director Adam Lamb, seconded by Director Noemi Gonzalez

Vote: 6-0 Passed

7. Receive, consider and act upon the 2027 Budget process for Visit The Woodlands;

President Nick Wolda discussed the start of the 2027 Budget Planning Process and outlined the schedule through May, June, July, and August.

Visit The Woodlands Board will need to approve its proposed budget by July and present it to The Woodlands Township's Board of Directors in August.

The President asked for input from the Directors.

Motion by Vice Chairman Cindy Heiser, seconded by Director Noemi Gonzalez

Vote: 6-0 Passed

8. Receive, consider and act upon a Proclamation for National Travel and Tourism Week, including associated activities;

A proclamation for National Travel and Tourism was presented to the Board recognizing the importance of the travel industry on The Woodlands economy and development.

- According to the State of Texas, tourism generate more than $555.4 million in direct spending for The Woodlands
- More than 4,300 individuals are employed by the tourism industry here in The Woodlands
- Hotel Tax collections were over $10.3 million to The Woodlands Township last year, helping keep our property tax low.

Executive Director Elizabeth Eddins mentioned Board members still had time to nominate their favorite hospitality partner for Tourism Awards as deadline is April 24th.

Visit The Woodlands will be hosting a Hospitality & Tourism Appreciation Night during Concert in the Park at Market Street Thursday, May 7th at Central Park 7 to 9 p.m.

Motion by Vice Chairman Cindy Heiser, seconded by Director Adam Lamb

Vote: 6-0 Passed

9. Receive, consider, and act upon a Proclamation in support of Global Meeting Industry Day 2026 (GMID);

A Proclamation for Global Meetings Industry Day was presented to the Board.

Director of Sales Josie Lewis emphasized the impact of meetings and events in The Woodlands.

- The meetings industry generates billions in travel spending and directly supports hundreds of thousands of jobs in the United States each year, playing a crucial role in business success.
- Convention and corporate meetings are key to our local economy, generating hotel, sales and mixed-use beverage taxes each year.
- Over the past two years, more than 2,000 professional meetings and events have taken place in The Woodlands annually. This represents over 200,000 attendees, 127,000 hotel rooms utilized, and a modest estimate of $52.5 million in total room revenue.

Motion by Vice Chairman Cindy Heiser, seconded by Director Noemi Gonzalez

Vote: 6-0 Passed

10. Receive, consider, and approve Staff Initiative reports;

President Nick Wolda shared an update on tourism performance, highlighting steady growth and several promising trends. Weekend leisure demand is up 3% year-over-year through February, and overall hotel revenue has grown by approximately 1.8%, driven largely by a nearly 7% increase in average daily rate. Corporate travel is also strengthening, with corporate meetings rising from 35% to 40% of total bookings—an encouraging sign for weekday occupancy. As expected, the market continues to see its strongest activity in March–April and again in September–October, with softer periods in August and December.

Holiday programming, including Lights on the Waterway, shows strong potential; however, staff noted that adding more weekend components could help convert day-visitors into overnight stays. The upcoming Memorial Hermann IRONMAN swim event is already sold out and is projected to bring a full week of hotel demand, offering another boost to local occupancy.

On the marketing front, Visit The Woodlands delivered millions of impressions in the first quarter, with social media followings surpassing the 100,000 mark. A targeted March campaign generated especially strong engagement, reflecting both growing audience interest and effective content strategy. Looking ahead, the team is redesigning the website and building an expanded photo and video library to further elevate future promotional efforts.

Executive Director Elizabeth Eddins gave a brief staff update. Visit The Woodlands hosted a Women of the Woodlands reception at the Hyatt to raise local awareness and used a "visitor goggles" exercise to highlight tourism benefits. The event generated three business leads: a photography tour, an Irish travel agent seeking hotels for World Cup guests, and a convention group interest. A microsite and hashtag will track leads from the women's community to measure bookings year over year. Ms. Eddins spoke at Café Con La Comunidad from the Hispanic Chamber and the Visit The Woodlands team maintained a presence at the Waterway Arts Festival. For Memorial Hermann IRONMAN Texas, staff

will provide and coordinate volunteers with multiple agencies; Landry's staff pledged volunteer support by distributing cowbells and signage. Vonlane is launching an Austin route starting May 4th, and an interview with their CEO will be featured. The team will attend Texas Travel Alliance events and an advocacy dinner on April 29th to support statewide tourism initiatives.

Director of Sales Josie Lewis provided updates on sales initiatives. The sales team booked 33 meetings in Q1 versus 20 last year and worked 131 leads, showing strong early momentum. Key leads include the Tilt-Up Convention (potential ~800 room nights), a confidential pharmaceutical group (just under 1,000 room nights), TEEX 2027 (definite, ~1,000 room nights), and the Innovate Energy drone and robotics conference. The team is arranging overflow hotels and using the Incentive Fund to offset related costs. Trade show activity included Ryan Greenwood at Connect Spring Marketplace and successful Dallas outreach through a sales blitz and MPI events. Servicing highlights included a 12–food-truck village for the Lunar Planetary Science Conference, a secure microsite/app for the World Chemical Forum to avoid badge sharing, and Julie supporting 11 groups in April—the highest single-month servicing total. The Woodlands was selected to host Connect Texas, Medical, and BizBash Sports Innovation Forum this October, bringing roughly 350+ industry attendees.

Motion to approve the staff initiatives passed unanimously.

Motion by Vice Chairman Cindy Heiser, seconded by Director Adam Lamb

11. Executive session;

None.

12. Reconvene in public session;

It was not necessary to reconvene in public session.

13. President's Report;

President Nick Wolda recognized Administrative Analyst, Carla Twidell as part of National Administrative Assistant Day.

14. Board announcements;

Memorial Hermann IRONMAN Village is starting Wednesday, April 15th at noon and will remain until Friday, April 17th.

15. Agenda items for next meeting;

None.

16. Adjournment at 9:57 a.m.

Motion to adjourn passed unanimously.

Motion by Vice Chairman Cindy Heiser, seconded by Director Noemi Gonzalez

Cameron Klepac, Secretary/Treasurer
The Woodlands CVB Board of Directors

7/15/24
Date