THE WOODLANDS
CONVENTION & VISITORS BUREAU

VISIT The Woodlands

July 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 July 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 Adam Lamb, Director Darren Munoz, Director Hank Reilly, Director Monique Sharp, Director
Absent:	Noemi Gonzalez
Staff Present:	Nick Wolda, President; Elizabeth Eddins, Executive Director; Vargo Williams, Marketing Manager; Amber Parsley, Tourism Specialist; 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:	Dana Lemons, The Woodlands Township Help Desk Analyst; Kellan Shaw, Township Chief Financial Officer; Dr. Chris Nunes, Chief Operating Officer, and Bret Strong, Legal Counsel;

1. Pledge of Allegiance;

Cameron Klepac, Secretary/Treasurer.

2. Call to order and adoption of Agenda;

The meeting was called to order by Chairman Nelson at 8:32 a.m. A motion to adopt the meeting Agenda by the Members passed unanimously.

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

Vote: 4-0 Passed

3. Public Comment;

None.

4. Receive, consider and act upon the election of two (2) new Directors

The Visit The Woodlands Board of Directors has two vacancies to be filled by Board vote, with the appointed directors serving until the January 2027 Annual Meeting, when all Board positions will be elected by the membership.

Motion to accept the election of two new Visit The Woodland Directors, Hank Reilly and Darren Munoz passed unanimously.

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

Vote: 4-0 Passed

5. Receive, consider and approve Minutes from April 15, 2026 Regular Board Meeting;

Motion to approve the April 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 May 2026;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through May 2026. The year-to-date budgeted revenue is $1,603,942. Year to date actual is $1,471,406 for an unfavorable variance of $132,536. 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 $1,603,942. Year-to-date actual is $1,521,406 for a year-to-date favorable variance of $82,536.

The Hotel Occupancy Tax Deposits for 2026 is through June. Year-to-date budgeted is $5,308,977. Year-to-date actual collected $5,213,419, for a year-to-date unfavorable variance of $95,558. Comparing 2025 revenue to 2026 revenue, an additional $4,846 has been collected.

The year-to-date budgeted Sales Tax Deposit is $49,096,837. Year-to-date actual is $50,070,590 for a year-to-date favorable variance of $973,753 with collections of $2,292,502 over the 2025 collections.

Motion to approve the Financial Report through May 2026 passed unanimously.

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

Vote: 6-0 Passed

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

Executive Director Elizabeth Eddins gave a brief staff update. New Marketing Manager Vargo Williams, formerly of Visit Houston, recently joined Visit The Woodlands after managing more than $10 million in advertising campaigns over a 12-year career. The marketing team delivered strong Q2 performance, highlighted by major event coverage (arts festival, Ironman, Fourth of July) and robust engagement—over 14 million social impressions, a 480K-view Ironman recap, and a July giveaway with 200K impressions and 3,200 sign-ups. Strategic partnerships and targeted campaigns boosted visitation, with the website reaching nearly 400K pageviews and the World Cup soccer shuttle achieving 101% booking. Industry events and site visits generated new RFPs and strengthened future meeting and tourism leads

President Nick Wolda gave a brief update on sales efforts. The sales team worked 205 leads year-to-date, booking 46 meetings and generating an estimated $20M in economic impact from 17,220 hotel room nights, with a total potential impact of $70M and 106,286 room nights. Notable wins include the Haleon 2027 Annual Meeting and Private Directors Association National Convention, while major upcoming events in October will bring 350–400 industry professionals to The Woodlands for sports, medical, and leadership summits. Sales outreach at key tradeshows and a successful internship program further strengthened planner relationships and future business opportunities

Motion to approve the staff initiatives passed unanimously.

Motion by Secretary/Treasurer Cameron Klepac , seconded by Director Hank Reilly

Vote: 6-0 Passed

8. President's Report;

None.

9. Receive and consider potential Strategic Planning Initiatives;

Visit The Woodlands is advancing its long-term strategic plan by building on successful initiatives launched in 2023, including expanded marketing, stronger partnerships, enhanced visitor experiences, and growing sports and signature events. The 2026 Strategic Planning Session will refine these priorities and introduce new concepts such as seasonal programming, enhanced fireworks, culinary experiences, winter attractions, and luxury events, all aimed at increasing overnight visitation and economic impact. Moving forward, success will be measured through hotel demand, visitor spending, brand awareness, resident quality of life, and strengthened public-private partnerships.

Motion to approve the Strategic Planning Initiatives presentation for informational purposes only passed unanimously.

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

Vote: 7-0 Passed

Motion and to approve the allocation of $55,000 from the fund balance for three fireworks shows at Waterway Square in December 2026, contingent upon approval by The Woodlands Township Board of Directors passed unanimously.

Motion by Vice Chairman Cindy Heiser, seconded by Director Darren Munoz

Vote: 7-0 Passed

10. Executive session;

Recessed at 10:35 a.m.

11. Reconvene in public session;

Reconvened in public session at 11:38 a.m.

12. Receive and consider potential Strategic Planning Initiatives;

No action needed.

13. Board announcements;

None.

14. Agenda items for next meeting;

Visit The Woodlands meeting requested for July 29, 2026, at 4:00p.m.

15. Adjournment at 11:41 a.m.

Motion to adjourn passed unanimously.

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

Vote: 7-0 Passed

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

07/29/2026
Date