

THE WOODLANDS

CONVENTION & VISITORS BUREAU

VISIT
THE WOODLANDS
TEXAS

February 19, 2020

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 February 19, 2020 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
Shelley Sekula-Gibbs, Director
J.J. Hollie, Director
Kevin Viteri, Director
Ted Harris, Director
Jenny Taylor, Director
Cameron Klepac, 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 Administrative Analyst; Laura Haces, TWCVB Tourism Specialist; Amber George, TWCVB Marketing Specialist; Ashley Fenner, TWCVB Convention Development Specialist; Don Norrell, The Woodlands Township General Manager; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration; John Powers, The Woodlands Township Assistant General Manager Community Services; Robin Cross, The Woodlands Township Attorney; Karen Dempsey, Assistant to the President; Todd Stephens, The Woodlands Township Intergovernmental Relations Manager; Jaspal Gill, The Woodlands Township Help Desk Analyst

Attendees: Mauricio Ramirez, Photographer

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 J. J. Hollie, seconded by Director Jenny Taylor to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 8 - 0 Passed

Chairman Bruce Rieser called the meeting to order at 11:34 p.m. and called for the Adoption of the Agenda for this meeting that was developed and duly posted as required by law.

3. Receive, consider and act upon a Proclamation and Presentation for Don T. Norrell;

Chairman Bruce Rieser presented a Proclamation honoring Don T. Norrell as Director Emeritus for Visit The Woodlands.

4. Directors vote to fill vacancy on The Woodlands Convention & Visitors Bureau Board of Directors;

Motion by Director Jenny Taylor, seconded by Director J. J. Hollie to accept Cameron Klepac to TWCVB Board of Directors. Motion carried by unanimous vote.

Vote: 8 - 0 Passed

Bret Strong explained that Nick Wolda has elected to step down from his role as a Director of TWCVB so that additional interests and organizations may be represented through TWCVB. Mr. Wolda tendered his resignation from the Board of TWCVB in February of 2020. Mr. Wolda will retain his role as President of TWCVB through the duration of his term procedures. Chairman Bruce Rieser nominated and recommended Cameron Klepac, The Cynthia Woods Mitchell Pavilion Director of Marketing and Education, to the vacant position by acclamation.

The Woodlands Convention & Visitor Bureau Board of Directors meeting was briefly paused.

5. Public Comment;

None.

6. Receive, consider and approve Minutes from January 14, 2020 Annual Board Meeting;

Motion by Vice Chairman John Anthony Brown, seconded by Director Shelley Sekula-Gibbs to approve the Minutes from January 14, 2020 Annual Board Meeting. Motion carried by unanimous vote.

Vote: 9 - 0 Passed

Chairman Bruce Rieser explained that the minutes from the January 14, 2020 Annual Board Meeting are in the Board packet for all to evaluate.

7. Receive, consider and approve the Financial Report through November 2019;

Motion by Secretary/Treasurer Fred Domenick, seconded by Director Shelley Sekula-Gibbs to approve the Financial Report through November 2019. Motion carried by unanimous vote.

Vote: 9 - 0 Passed

Chairman Bruce Rieser called The Woodlands Township Assistant General Manager Finance Administration, Monique Sharp, to the podium to present. In terms of revenue, the total year to date budget was \$2,898,031 that compares to the actual revenue of \$ 2,675,494, resulting in an unfavorable variance of \$222,537. The Supplemental Hotel Tax shows an unfavorable balance of \$95,381. The majority of the unfavorable variance was due to the absence of transfers from the Township because of a favorable expense variance. In terms of expenditures, the year to date budget was \$2,898,031 with an actual of \$2,676,663, resulting in a \$221,368 favorable expenditure variance. The CVB had an ending fund balance in November 2019 of \$1,515,351.

8. Receive, consider and act upon participation in hosting Connect Texas 2021 in The Woodlands;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Ted Harris to approve the participation and contracting of "Connect Texas" to include the hosting fees for the closing reception at "Connect Texas" 2020. to host the opening reception for 2021 and to authorize Nick Wolda, President of Visit The Woodlands, to sign a contract for the aforementioned. Motion carried by unanimous vote.

Vote: 9 - 0 Passed

Josie Lewis explained that this two- and half-day trade show brings in 75+ qualified meeting professionals who specifically book business in Texas along with 75+ industry vendors. Visit the Woodlands received a formal agreement to move forward with this event. The caveats include, hosting the closing reception at the 2020 event, at an approximate budget of \$15,000 and hosting the opening night reception for the 2021 event in The Woodlands, at a budget not to exceed 50,000. These funds were set aside and approved in the adopted 2020 budget.

9. Receive, consider and act upon extending an agreement with World Triathlon Corporation;

Motion by Vice Chairman John Anthony Brown, seconded by Director Shelley Sekula-Gibbs to approve an extension to the agreement by five years with World Triathlon Corporation and allow Nick Wolda, President of Visit The Woodlands, to sign the agreement. Motion carried by unanimous vote.

Vote: 9 - 0 Passed

Nick Wolda explained that after the continued success and growth throughout the years, the World Triathlon Corporation is asking the organization to extend the term for an additional five (5) years starting in 2021.

10. 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 12:05 p.m.

11. Reconvene in Public Session;

Reconvened in Public Session at 1:05 p.m.

12. President's Report;

None.

13. Board Announcements;

Director J. J. Hollie invited everyone to the "Economic Outlook Conference" on February 21, 2020 from 7:30 a.m. to 1 p.m. at The Woodlands Waterway Marriott Hotel & Convention Center. Chairman Rieser distributed booklets to the Board of Directors summarizing a collection of projects by Visit The Woodlands staff and thanked Nick Wolda and Elizabeth Eddins for an outstanding job in the past three years he has been Chairman.

14. Agenda items for next meeting;

Next Special meeting is scheduled for March 18, 2020.

15. Adjournment.

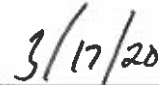
Motion by Secretary/Treasurer Fred Domenick, seconded by Vice Chairman John Anthony Brown to adjourn. Motion carried by unanimous vote

Vote: 9 - 0 Passed

Adjourned at 1:07 p.m.



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



Date