



February 20, 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 February 20, 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; Sonia Guerrero, TWCVB Sr. Administrative Assistant; Mariana Almanza-Cook, TWCVB Sales and Servicing Specialist; Amber George, TWCVB Marketing Specialist; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration
- Attendees:** Debra Ford, Ford & Co. Media Relations; Constance McDerby, Food & Vine Time Founder

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 Anthony Brown, seconded by Director Brian Boniface to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 7 - 0 Passed

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

3. Public Comment;

Constance McDerby, Food & Vine Time Founder and Co-Producer, approached the podium to promote the 15-week countdown to the 15th annual Food and Wine Week in The Woodlands and to say thank you for the continued support.

4. Consider and approve Minutes from January 8, 2019 Annual Board Meeting;

Motion by Director Don Norrell, seconded by Director Brian Boniface to approve the minutes from January 8, 2019 carried by unanimous vote.

Vote: 7 - 0 Passed

Chairman Bruce Rieser explained that the minutes from the January 8, 2019 Board Meeting are in the Board packet for all to evaluate.

5. Consider and approve Financial Report through November 2018;

Motion by Director Brian Boniface, seconded by Director J. J. Hollie to approve the Financial Report through November 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 November 2018. The total year to date budget was \$2,592,933 that compares to the actual revenue of \$2,093,919. There was an unfavorable variance of \$499,014 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 was favorable with \$104,924. In terms of expenditures, the year to date budget was \$2,618,100 with actual expenditures being \$2,244,869, with a favorable variance of \$373,231. The CVB had an ending fund balance of \$1,520,446. The Supplemental Hotel tax revenue for the Year End- 2018 was \$279,736 over 2017, with an actual of \$591,426.

6. 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 11:50 p.m.

7. Reconvene in public session;

Reconvened in Public Session at 12:31 p.m.

8. Receive, consider and act upon the creation of a committee to address future tourism opportunities/venues in The Woodlands, Texas;

Motion by Director J. J. Hollie, seconded by Director Brian Boniface to approve the creation of a committee with Vice Chairman John Anthony Brown serving as Chair, to address future tourism opportunities in The Woodlands. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Vice Chairman John Anthony Brown explained that the committee will focus on tourism product development and new future initiatives in The Woodlands, specifically in The Woodlands Town Center, to potentially draw more visitors and tax dollars to The Woodlands. Chairman Rieser added that the group would be comprised of individuals who have a vested financial interest in The Woodlands.

9. Receive, consider and act upon matters related to water-born vessels;

Motion by Director Brian Boniface, seconded by Director J. J. Hollie to approve the issuance of the Request for Interest for water-born vessels on the Woodlands Waterway. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Nick Wolda, Visit The Woodlands President, explained that after the removal of the Waterway Cruisers, staff considers it is appropriate to reopen the Request for Interest (RFI) for a new water vessel operation in The Woodlands Waterway. Visit The Woodlands continues to receive calls and emails by vendors and potential operators seeking more information. Chairman Rieser added that this RFI does not obligate The Woodlands Township or The Woodlands Convention and Visitors Bureau, known as Visit The Woodlands, to fund any operations.

10.  Receive, consider and act upon updates to the Convention and Visitors Bureau Bylaws;

Chairman Rieser moved to table this item.

11. President's Report;

Nick Wolda announced that staff attended the Texas Travel Industry Association Unity Dinner and Converge on the Capitol during February 20-21, 2019 in Austin, Texas. Laura Haces has been hired as the new Tourism Specialist for Visit The Woodlands and she joins the team this February. The Convention Development Department is hosting Rendezvous South conference taking place March 11-13, 2019. Since January 2019, the department has received over 25 organic leads (compared to 6 in January 2017), 7 groups serviced, 16 CVENT leads, and 4 site tours planned and executed. In addition, Visit The Woodlands has received 8 Incentive Fund Requests for business that represents over \$950,000 in room revenue. The Marketing Department is currently promoting the "Cold Weather" campaign that will run through March 2019. The highest click through rate has been in Michigan with 0.22% Airport advertising. The department has developed a new visitor newsletter called the Insider's Guide; this has been mailed out as well as distributed to all hotels in The Woodlands and select businesses around town. The Spring edition of the Current Newsletter has also been mailed. Current media and PR efforts include targeted pitches for March and FAM trip surrounding The Waterway Arts Festival. The department will be tracking efforts via Meltwater, the new media monitoring software.

12. Board Announcements;

None.

13. Agenda items for next meeting;

Chairman Rieser mentioned that next Special Board meeting set for March 20, 2019 at 11:30 a.m. is to be determined.

14. Adjournment.

Motion by Director J. J. Hollie, seconded by Vice Chairman John Anthony Brown to adjourn. Motion passed unanimously. Adjourned at 12:39 p.m.

Vote: 7 - 0 Passed



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

4/26/19

Date