



March 25, 2021
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 March 25, 2021 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
Ted Harris, Director
Jenny Taylor, Director
Cameron Klepac, Director
- Absent:** J.J. Hollie, Director
Kevin Viteri, Director
Jeff Jones, Director
- Staff Present:** Nick Wolda, TWCVB President; Bret Strong, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Executive Director; Ashley White, TWCVB Marketing Director; Josie Lewis, TWCVB Director of Sales; Sonia Guerrero, TWCVB Administrative Analyst; Amber George, TWCVB Marketing Specialist; Laura Haces, TWCVB Tourism Specialist; Ashley Fenner, TWCVB Sales & Servicing Specialist
- Attendees:** Jenny Carattini-Wright, The Woodlands Arts Council; Kim Lowe, The Westin The Woodlands; William Fowlkes, The Woodlands Marathon; Susan Cochran, visitor

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 Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to move up Executive Session after Agenda item #6. Motion carried by unanimous vote. Agenda adopted.

Vote: 7 - 0 Passed

Other: Director J.J. Hollie (ABSENT)
Director Kevin Viteri (ABSENT)
Director Jeff Jones (ABSENT)

Chairman Bruce Rieser called the meeting to order at 11:30 a.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 the resignation and appreciation of Visit The Woodlands Board Director, Kevin Viteri;

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John A. Brown to accept the resignation of Director Kevin Viteri passed unanimously. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Director J.J. Hollie (ABSENT)
Director Kevin Viteri (ABSENT)
Director Jeff Jones (ABSENT)

Nick Wolda, President, shared that the organization received Director Kevin Viteri's resignation explaining that he will be moving to a new hotel in the Houston area. Director Viteri was one of the top General Managers of the Hilton Brand, he received the Conrad Achievement Award and General Manager of the Year award in 2019. Chairman Bruce Rieser thanked Director Kevin Viteri for the great years of service to the Visit The Woodlands Board.

4. Public Comment;

Jenny Carattini-Wright, Director of The Woodlands Arts Council, invited everyone to The Woodlands Waterway Arts Festival that will take place on April 9-11, 2021. She also thanked the Visit The Woodlands Board for their continued support.

Kim Lowe, Director of Sales for The Westin at The Woodlands, gave her support on behalf of her property, The Woodlands Resort and the Embassy Suites The Woodlands to host Connect Texas 2023 in The Woodlands. She thanked Josie Lewis, Sales Manager, for her efforts in booking this piece of business, as she believes it will be a great investment for area hotels and community in general.

5. Receive, consider and approve Minutes from January 12, 2021 Annual Board Meeting;

Motion by Vice Chairman John A. Brown, seconded by Director Jenny Taylor to approve the Minutes from January 12, 2021 Annual Board Meeting. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Chairman Bruce Rieser explained that the Minutes from the January 12, 2021 Annual Board Meeting are in the Board packet for all to evaluate.

6. Receive, consider and act upon the consideration of a Host Venue Agreement with The Woodlands Marathon Management, L.L.C.;

Motion by Secretary/Treasurer Fred Domenick, seconded by Vice Chairman John A. Brown to approve the report as presented and authorize Visit The Woodlands to begin discussion to create a Host Venue Agreement with The Woodlands Marathon Management, L.L.C. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

William Fowlkes, The Woodlands Marathon, provided a brief summary and highlights of the event, which include:

- Largest single marathon and half marathon event since March 2020.
- Raised and Donated over \$140,000 to charity
- Donated \$10,750 to volunteer groups
- Set a Race Record – Male Half Marathon 1:03:55
- 24.7% qualifications for the Boston Marathon
- 96 runners ran a sub 3 hour marathon
- Added the Inaugural The Woodlands 10k
- 51% of registered runners were first timers
- 21% of the 4,990 registered participants stay overnight hotels

13. 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 11:48 a.m.

14. Reconvene in public session;

Reconvened in public session at 12:24 p.m.

Chairman Rieser shared that it would be necessary to take action on matters discussed In Executive Session. Motion by Director Jenny Taylor, seconded by Director Ted Harris to accept the market feasibility study for a proposed expansion to the Convention Center and allow staff to present and recommend the aforementioned to The Woodlands Township Board of Directors. Motion passed. Secretary/Treasurer Fred Domenick abstained from voting.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSTAIN)

7. Receive, consider and act upon a 4-year agreement with Premier Soccer Services for the Copa Rayados Soccer Tournament;

Motion by Vice Chairman John A. Brown, seconded by Director Jenny Taylor to approve staff to enter into negotiations of a Host Venue Agreement with Premier Soccer Services and approve for Visit The Woodlands President, Nick Wolda, to finalize said agreement if terms remain the same as in previous years. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Josie Lewis, Director of Sales, presented a brief summary of the 2020 tournament. This is the first year of the Host Venue Agreement process with Premier Soccer Services. Upon approval, staff will work with Township staff to detail terms.

8. Receive, consider and act upon updates to the 2021 Marketing and Sales Committees;

Motion by Vice Chairman John A. Brown, seconded by Director Ted Harris to approve the recommended 2021 Marketing and Sales Advisory Committees as presented. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Elizabeth Eddins, Executive Director, explained that this Agenda item is an annual process to provide updates and information on two standing committees. These committees have brought great partnerships and mutual resources.

9. Receive, consider and act upon a partnership renewal with Market Street to manage the 2021 Visitor Services Program;

Motion by Vice Chairman John A. Brown, seconded by Director Ted Harris to approve Visit The Woodlands staff to enter into a partnership agreement with Market Street to manage the 2021 Visitor Services Program from April 1, 2021 to December 31, 2021 at a cost not to exceed \$30,000. Motion carried. Director Jenny Taylor abstained from voting.

Vote: 6 - 0 Passed

Other: Director Jenny Taylor (ABSTAIN)

Elizabeth Eddins, Executive Director, explained that this annual partnership will start April 1, 2021 and run through December 31, 2021. This partnership includes complimentary resources and offers guests the ultimate in convenience, from shopping assistance, meal reservations, community news, coordinating activities and event information. This partnership will also provide marketing opportunities through social media and shared content.

10. Receive, consider and act upon participation in hosting Connect Texas 2023 in The Woodlands;

Motion by Vice Chairman John A. Brown, 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: 7 - 0 Passed

Josie Lewis, Director of Sales, explained that after building a reputable sales and marketing foundation with Connect, plus the organization's contributions, it allowed The Woodlands to bid for this piece of business. Connect Texas brings in 75+ qualified meeting professionals who specifically book business in Texas along with 75+ industry vendors. This event was reviewed and approved in 2019 by the Visit The Woodlands Board of Directors to be hosted in The Woodlands in 2021, but due to the effects of Covid-19, this event allocated for The Woodlands is being moved to 2023.

11. Receive, consider and accept the Market Feasibility Study for a Proposed Expansion to the Convention Center and recommend sending the report to The Woodlands Township Board of Directors for review and next steps;

This item was adopted after Executive Session.

12. Staff Initiative Reports;

Motion by Secretary/Treasurer Fred Domenick, seconded by Director Ted Harris to approve the staff initiatives report. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

The Sales Department is currently working on 10 leads and 19 Cvent leads, the "Show Your Badge" program expansion to include more attractions and developing a sales destination video. The Department's plan for Q2-2021 includes sales missions and tradeshow preparation, HelmsBriscoe FAM event and a partner/regional event push. The Marketing Department is currently working on website updates, content development, social media campaigns and media and PR efforts including advertising placements in "Modern Luxury" magazine, "Texas Monthly" magazine, "Texas State Travel Guide," "Texas Highways," "Tour Texas," "Convention South" magazine, "Texas Meetings & Events," "Connect Meetings Guide," "Meet Texas" and much more with the tag line "The Woodlands is Open for Business." The January hotel bookings website capabilities brought 692 referrals in January. In February, Visit The Woodlands acted as a critical response team by updating the website with hotel availability and restaurant openings so visitors and locals could find a safe place to stay warm and get a meal. The Tourism Department is currently working on wedding leads, Film Commission leads, "Hospitality Heroes" recognition, special events assistance, "Around Houston" partnership update and continued support to the Visitor Kiosk. Congratulations to staff members Josie Lewis, Ashley Fenner, Laura Haces and Sonia N. Guerrero for completing the Certified Tourism Ambassador designation. Congratulations to The Woodlands Township being named "Best City to Live in America."

Vice Chairman John Anthony Brown excused himself from the meeting during this item at 12:38 p.m.

15. Receive, consider and act upon Host Venue agreement for Fiat FreakOut;

Motion by Secretary/Treasurer Fred Domenick, seconded by Director Ted Harris to authorize Visit The Woodlands staff to enter into a Host Venue Agreement with Fiat Club of America passed unanimously. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Josie Lewis, Director of Sales, shared that Visit The Woodlands received a request to host “car aficionados” at Town Green Park in October 2022. This event will generate up to approximately 500 weekend room nights in hotel lodging revenue, with almost all food & beverage events being held throughout The Woodlands area restaurants.

16. President's Report;

None.

17. Board Announcements;

None.

18. Agenda items for next meeting;

Chairman Rieser requested for staff to present an update on marketing efforts to expand the organization's marketing reach.

The next Regular Visit The Woodlands Board of Directors meeting is scheduled for April 21, 2021 at 11:30 am.

19. Adjournment.

Motion by Director Jenny Taylor, seconded by Director Ted Harris to adjourn. Motion carried by unanimous vote. Adjourned at 12:46 p.m.

Vote: 6 - 0 Passed



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

4-21-21

Date