



April 21, 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 April 21, 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
Jeff Jones, Director
J.J. Hollie, Director
Ted Harris, Director
Jenny Taylor, Director
Cameron Klepac, 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; Laura Haces, TWCVB Tourism Specialist; Amber George, TWCVB Marketing Specialist; Ashley Fenner, TWCVB Sales & Servicing Specialist; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration; Tuan Nguyen, The Woodlands Township Help Desk Analyst

Attendees: Ana Cosio, Resident; Chazette Adams, TWA Chamber of Commerce

I. 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 Secretary/Treasurer Fred Domenick to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 7 - 0 Passed

Other: Vice Chairman John Anthony Brown (ABSENT)

Director J.J. Hollie (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. Public Comment;

None.

4. Receive, consider and approve Minutes from March 25, 2021 Special Board Meeting;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to approve the Minutes from March 25, 2021 Special Board Meeting. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Vice Chairman John Anthony Brown (ABSENT)

Director J.J. Hollie (ABSENT)

Chairman Bruce Rieser explained that the Minutes from the March 25, 2021 Special Board Meeting are in the Board packet for all to evaluate.

5. Receive, consider and approve the Financial Report through February 2021;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Cameron Klepac to approve the Financial Report through February 2021. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Vice Chairman John Anthony Brown (ABSENT)

Director J.J. Hollie (ABSENT)

Chairman Bruce Rieser called on Monique Sharp, The Woodlands Township Assistant General Manager Finance Administration. In terms of revenue, the total year to date budget for February was \$347,994 comparing to the actual revenue of \$160,835, resulting in an unfavorable variance of \$187,159 due to COVID-19 impact on hotel collections. In terms of expenditures, the year to date budget was \$357,261 with an actual of \$160,835 through the end of February 2021, with a favorable expenditure variance of \$196,426 due to staff being conservative in their budget spending. The Hotel Occupancy Tax collections for March 2021 was at \$806,808, showing a 59% decrease from 2020. Mrs. Sharp explained that this shortage had been anticipated during the budget process.

6. Receive, consider and act upon the Proclamation for National Travel and Tourism Week;

Motion by Director Jenny Taylor, seconded by Director Ted Harris to approve the proclamation for National Travel and Tourism Week. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Vice Chairman John Anthony Brown (ABSENT)
Director J.J. Hollie (ABSENT)

Chairman Bruce Rieser read a proclamation naming May 2 – 8, 2021 as National Travel and Tourism Week. Elizabeth Eddins, Executive Director, and Laura Haces, Tourism Specialist, invited everyone to participate in the organization’s events and to support our “Hospitality Heroes.” Discussion followed.

7. Receive, consider and act upon an update of the 2021 Budget and the 2022 Budget Planning Process;

Motion by Secretary/Treasurer Fred Domenick, seconded by Vice Chairman John A. Brown to accept the budget update. Motion carried by unanimous vote.

Vote: 9 - 0 Passed

Nick Wolda, President, explained that staff is reviewing its 2021 budget to devise a plan for the 2022 budget process and requested input from Directors. President Wolda shared a presentation, which included the organization’s expenditures, the State’s tourism economic impact, local STR data and Houston area hotel data. Mr. Wolda asked Board members if they foresee any changes to their daily business or demand. Chairman Rieser, Secretary/Treasurer Domenick and Director Klepac have seen a slow increase and have confidence for Q3 and Q4. Discussion followed.

*Vice Chairman John Anthony Brown arrived to the meeting during this item at 11:45 a.m.
Director J. J. Hollie arrived to the meeting during this item at 12:00 p.m.*

8. Staff Initiative Reports;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Ted Harris to approve the Staff Initiative Reports. Motion carried by unanimous vote.

Vote: 9 - 0 Passed

The Sales Department is currently working on 14 leads and 31 Cvent leads; they continue preparations for a HelmsBriscoe familiarization (FAM) site tour event in the fall, the expansion of the “Show Your Badge” program and a sales destination video. The department is also preparing for “in-person” sales missions and tradeshow to include “Smart Meetings event,” “Connect Marketplace,” “Southwest Showcase,” TSAE “New Ideas Conference” and several State travel initiatives. The Marketing Department continues to promote leisure markets in media and PR efforts through national publications such as “USA Today,” paid social & Google advertisement, and Statewide advertisement through “Modern Luxury” magazine, “Texas Monthly” magazine, “Texas State Travel Guide” and “Texas Highways.” Meetings advertisement were included in “Convention South” magazine, “Texas Meetings+Events,” “Meet Texas” and “Connect Meetings Guide”. These placements were further enhanced by complementary paid search and social ads. The department

continues to create unique website content and makes routine updates to public documents, blogs, photos and several partner microsites to promote specific events or places. The Tourism Department is currently working on wedding leads, Film Commission leads, special events assistance, and participation in the "Around Houston" partnership program. The department continues an on-going partnership and support to the "Visitor Service" program. The department created content for National Travel and Tourism Week and developed specific activities in celebration of NTTW.

9. 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;

Chairman Rieser shared that it would not be necessary to recess to Executive Session.

10. Reconvene in Public Session;

It was not necessary to reconvene in Public Session.

11. Receive, consider and act upon matters regarding the hosting of events in The Woodlands;

No action was taken on this item.

12. President's Report;

Nick Wolda, President, mentioned his appreciation of the Board of Directors' continued support for marketing and events in The Woodlands for 2021. Mr. Wolda mentioned the success of "in-person" events in the community to include "The Woodlands Waterway Arts Festival," which took place in April 9-11, 2021, and the "Big 12 Women's Golf Championship" occurred in April 18-20, 2021. Mr. Wolda recognized Administrative's Day by commending Sonia Guerrero, Administrative Analyst, for the great job she performs.

13. Board Announcements;

Director Ted Harris announced that several new stores would be opening in The Woodlands Mall to include Travis Matthew and Salata. He added that there is a retail sales activity and increased visitor traffic. Director Jenny Taylor has also seen sales and traffic pick-up at Market Street. Her team continued to promote events for Q1 & Q2 and was excited to announce several stores that will be opening soon or started construction to include Fabletics, Sweetgreen, Martha Turner Realty, Chanel Beauty, Mastro's Ocean Club and the Hyatt Centric hotel façade should be completed in mid-May. Secretary/Treasurer Fred Domenick continues to see demand increase at The Woodlands Waterway Marriott Hotel & Convention Center with several graduations and events scheduled for Q2 and Q3. Director Cameron Klepac provided an update on The Cynthia Woods Mitchell Pavilion new "No bag" policy, which was implemented in response to pandemic protocols. The Pavilion will host several graduations in the month of May. Her team at the Pavilion is excited to bring live shows in Q3 & Q4 of this year, but also reminded everyone that shows could still be rescheduled by the promoters. Vice Chairman John A. Brown congratulated the organization's business partners for reinvesting in the community and encouraged anyone listening to follow suit.

14. Agenda items for next meeting;

None.

15. Adjournment.

Motion by Vice Chairman John A. Brown, seconded by Director Ted Harris to adjourn. Motion carried by unanimous vote. Adjourned at 12:32 p.m.



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

5/19/21

Date