



May 19, 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 May 19, 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
Ted Harris, Director
Jenny Taylor, Director
J.J. Hollie, Director

Absent: 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

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 Ted Harris to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 6 - 0 Passed

Other: Director Jenny Taylor (ABSENT)
Director Cameron Klepac (ABSENT)
Director J.J. Hollie (ABSENT)

Chairman Bruce Rieser called the meeting to order at 11:31 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 April 21, 2021 Regular Board Meeting;

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John A. Brown to approve the Minutes from April 21, 2021 Regular Board Meeting. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Other: Director Jenny Taylor (ABSENT)
Director Cameron Klepac (ABSENT)
Director J.J. Hollie (ABSENT)

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

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John A. Brown to accept the CVB Financial Report through March 2021. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Director Cameron Klepac (ABSENT)
Director J.J. Hollie (ABSENT)

Chairman Bruce Rieser called on The Woodlands Township Assistant General Manager Finance Administration, Monique Sharp. In terms of revenue, the total year to date budget for March was \$587,146 comparing to the actual revenue of \$244,576, resulting in an unfavorable variance of \$342,570 due to COVID-19 impact on hotel collections. In terms of expenditures, the year to date budget was \$601,357 with an actual of \$263,776 resulting in a favorable expenditure variance of \$337,581, which matches the unfavorable variance in revenue. The Hotel Occupancy Tax collections year to date total through April 2021 was at \$1.3 million, showing a 27.8% year to date unfavorable variance.

Director Jenny Taylor arrived to the meeting during this item at 11:34 p.m.

6. Receive, consider and act upon the Major Event Venue Sponsor Agreement;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Ted Harris to approve the restatement of the Host Venue Sponsor Agreement as the Major Event Venue Sponsor Agreement. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Director Cameron Klepac (ABSENT)
Director J.J. Hollie (ABSENT)

Nick Wolda, President, explained that once staff began processing real events using the original agreement it became evident that further explanation of roles was needed. The restated agreement clearly defines the roles and responsibilities of the Operator (The Woodlands Township), the Event Producer (3rd party organizations) and the Event Sponsor (Visit The Woodlands). If Visit The Woodlands recommends an event sponsorship, as the destination marketing organization, The Woodlands Township Parks and Recreation Department will work with the organization on all operational approvals.

7. Receive, consider and act upon the 2022 Budget;

Motion by Director Jenny Taylor, seconded by Secretary/Treasurer Fred Domenick to accept the preliminary 2022 Budget. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Director Cameron Klepac (ABSENT)
Director J.J. Hollie (ABSENT)

Nick Wolda, President, provided a presentation that included a comparison from the 2019 to the 2022 budget, and a breakdown of department initiatives for the 2022 fiscal year. The Sales initiatives proposed were budgeted for an estimated total of \$206,500. The Marketing initiatives proposed were budgeted for an estimated total of \$575,000. The Strategic initiatives proposed were budgeted for an estimated total of \$260,000. Discussion followed with input from the Visit The Woodlands Board. Bruce Rieser, Chairman of Visit The Woodlands, requested staff to submit additional budget initiatives totaling approximately \$800,000 dollars. Director Shelley Sekula-Gibbs and Director Jenny Taylor echoed the directive to be more aggressive due to travelers returning to The Woodlands at a faster pace than anticipated. Staff will submit an updated 2022 Budget during the July 18, 2021 Visit The Woodlands Board meeting.

8. Staff Initiative Reports;

Motion by Director Jenny Taylor, seconded by Vice Chairman John A. Brown to approve the Staff Initiative Reports. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Other: Director Cameron Klepac (ABSENT)
Director J.J. Hollie (ABSENT)

Laura Haces, Tourism Specialist, presented an update on National Travel and Tourism Week, which took place during May 2-8, 2021. Staff highlighted several "Hospitality Heroes" and promoted daily NTTW on social media channels, visited all 14 are hotels to recognize the importance of the hospitality industry and hosted a pop-up in conjunction with Market Street's Spring Fine Arts Show to conclude a week of celebrating the travel industry.

The Sales Department is currently working on 14 leads and 8 Cvent leads, preparations for a HelmsBriscoe FAM event, a sales mission & tradeshow and the Q2 Sales Advisory Committee meeting. The department is promoting and attending in-person tradeshows, some of the shows attended this past two months include "Smart Meetings event" in Dallas, Texas, a "Sales Blitz" in Austin, Texas, and the Texas Travel Alliance "Unity Dinner" in Austin, Texas.

The Marketing Department continues to push social media campaigns, some highlights include the "In DFW Family" at The Woodlands Waterway Marriott Hotel & Convention Center, the US Travel campaign "Let's Go There," international influencer "Viajero Peligro" and several paid social campaigns for Facebook and Instagram. The social media performance shows impressions are up 176%, engagement is up 482% and conversion is up 3,287%. The Visit The Woodlands website now includes microsites with the ability to display offers or information tailored to a specific event. Current microsites include: graduations at The Cynthia Woods Mitchell Pavilion, Mother's Day, Father's Day, Memorial Day, "Red, Hot & Blue Festival," IRONMAN and several more to come. The website microsites extend to partner extranet login capabilities, the "Show Your Badge Program," the Film Friendly page, "Insider Tips," and marketing collateral.

Director J. J. Hollie arrived to the meeting after this item at 12:16 p.m.

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;

Recessed to Executive Session at 12:15 p.m.

10. Reconvene in Public Session;

Reconvened in Public Session at 12:35 p.m.

12. Receive, consider and act upon an Agreement with Copa Rayados Soccer Tournament;

Motion by Vice Chairman John A. Brown, seconded by Director Shelley Sekula-Gibbs to approve a sponsorship and authorize the Chairman of the Board and President to negotiate and sign the Agreement with Premier Soccer Services. Motion carried by unanimous vote.

Vote: 8 - 0 Passed

Other: Director Cameron Klepac (ABSENT)

Elizabeth Eddins, Executive Director, explained that Copa Rayados is seeking to enter into a new four year Major Event Sponsor agreement. Copa Rayados provided an Economic Impact analysis included with the agenda packet.

11. President's Report;

Nick Wolda, President, congratulated Josie Lewis, Director of Sales, on having successfully completed the 2021 Leadership Montgomery County program. He also congratulated Elizabeth Eddins, Executive Director, for achieving four years of service with the organization. To conclude, Mr. Wolda announced that CBS News released the top cities in the U.S. and The Woodlands was named No.1 in the "Best Cities to Live in the U.S." publication.

13. Board Announcements;

Director Jenny Taylor announced that Market Street-The Woodlands' concert series will come to a close in May and will have another celebration for July 4th. Her team installed a wall to honor all 2021 graduating seniors in CISD; this included a photo-op cutout for visiting graduating seniors. Several stores are still under construction and are expected to open within the next three months. Director Ted Harris announced that The Woodlands Mall will begin to offer movie nights on the recently renovated plaza, the opening of Salata in June 2021 and several new stores coming to the area. Secretary/Treasurer Fred Domenick mentioned that events are back at The Woodlands Waterway Marriot Hotel with two galas in April and graduation celebrations in May.

14. Agenda items for next meeting;

None.

15. Adjournment.

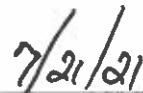
Motion by Director Jenny Taylor, seconded by Director J. J. Hollie to adjourn. Motion carried by unanimous vote. Adjourned at 12:48 p.m.

Vote: 8 - 0 Passed

Other: Director Cameron Klepac (ABSENT)



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



Date