



May 20, 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 May 20, 2020, via video conference within the boundaries of The Woodlands Township, The Woodlands, Texas, at 11:30 a.m. The roll was called and those in attendance were:

Present: Bruce Rieser, Chairman
Shelley Sekula-Gibbs, Director
J.J. Hollie, Director
Kevin Viteri, Director
Jenny Taylor, Director
Ted Harris, Director
Cameron Klepac, Director

Absent: John Anthony Brown, Vice Chairman
Fred Domenick, Secretary/Treasurer

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; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration

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

Vote: 7 - 0 Passed

Chairman Bruce Rieser called the meeting to order at 11:30 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 April 15, 2020 Regular Board Meeting;

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve the Minutes from April 15, 2020 Regular Board Meeting. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Chairman Bruce Rieser explained that the Minutes from the April 15, 2020 Regular Board Meeting are in the Board packet for all to evaluate.

5. Receive, consider and approve the Financial Report through March 2020;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Kevin Viteri to approve the Financial Report through March 2020. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

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 was \$799,741 comparing to the actual revenue of \$665,105, resulting in a unfavorable variance of \$134,636. The Supplemental Hotel Tax shows an unfavorable balance of \$27,428 due to Supplemental HOT revenues being lower than budgeted. In terms of expenditures, the year to date budget was \$815,160 with an actual of \$622,094, resulting in a \$193,066 favorable expenditure variance. The CVB had an ending fund balance in March 2020 of \$1,558,362.

6. Receive, consider and act upon a COVID 19 recovery plan for Visit The Woodlands;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Ted Harris to approve the COVID-19 recovery plan. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

With guidance from staff, Destinations International and the U.S. Travel Association, both leading organizations in travel and tourism industry, a recovery plan was considered and approved by the Board of Directors. The plan calls for a three phased approach, timeline and a list of temporary goals. The three phases being "Response, Recovery and Resilience," with each corresponding to specifics tasks and strategies. Response is the Phase 1 and includes pandemic response, financial crisis strategy and community spirit. Recovery is the Phase 2 and includes overview of travel industry projections to take 6 to 18 months, rebuild visitor economy and preserve viability of the industry. Resilience is Phase 3 and includes a long-term strategic plan, adjustment to changes in travel industry and a reimaged industry. The recovery plan and associated strategies will evolve based on governmental and CDC guidelines. Staff will inform Board of Directors as the plan evolves or as phases are completed.

7. Consider and discuss the 2021 Budget;

Nick Wolda explained that staff will create the 2021 budget based on Township budget decisions, industry projections and insight from the Sales Advisory Committee and Marketing Committee. The 2021 budget will be presented at the June Board meeting.

8. Receive, consider and act upon 2020 budget matters and requests for immediate budget initiatives;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Ted Harris to accept future opportunities and authorize the Chairman and the President to approve budget initiatives over \$10,000 and a total budget not to exceed \$100,000 in marketing expenses. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

As potential travelers plan for the future, Visit The Woodlands is strategically planning marketing opportunities, sales travel and virtual meetings or leisure tours. Elizabeth Eddins updated the Board on current blogs, public relations, website updates & social content created by Visit the Woodlands staff. Advertising opportunities include but are not limited to: TxDot, AAA, Tour Texas, Leisure & Meetings Programmatic Campaign, TripAdvisorLeisure Campaign, Madden Media: Meetings Campaign and Community Impact. Some of these advertising opportunities will have to be created through Adcetera due to contractual obligations. Discussion followed.



9. Receive, consider and act upon The Woodlands Film Commission program and application;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to approve the application and FAQ's as presented and allow Visit The Woodlands staff to attain the Texas Film Friendly Designation for The Woodlands Township. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Nick Wolda presented an updated application and list of Frequently Asked Questions for the newly acquired program. The application and FAQs sheet align with the Texas Film Commission Guidelines and have been reviewed by the attorney of record, The Strong Firm and by The Woodlands Township.

10. Receive, consider and act upon revisions to the Visit The Woodlands Tourism Development and Host Venue Application and process;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Kevin Viteri to approve the Visit The Woodlands Tourism Development Program and Host Venue application and process. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Nick Wolda presented the Tourism Development and Host Venue Application process. This would be focused on supporting multi-day events or groups that will draw hotel room nights.

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

Motion by Director Jenny Taylor, seconded by Director Shelley Sekula-Gibbs to approve the Proclamation for National Travel and Tourism Week. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Elizabeth Eddins presented the 2019 National Travel and Tourism statistics, impact and a short video from Visit The Woodlands staff. Chairman Rieser read the 2020 National Travel and Tourism Week Proclamation. The Proclamation can be found in Visit The Woodlands Board packet.

12. President's Report;

Nick Wolda updated the Board regarding Connect Texas 2021. Congratulations to Josie Lewis as she was recognized by Connect Corporate as one of the nation's "40 Under 40." This recognition is given to young event professionals who will be industry leaders for years to come. Congratulations to Ashley White as she completed the Leadership Montgomery County 2019-2020 program.

13. Board Announcements;

Director Shelley Sekula-Gibbs complimented local restaurants for the great effort during this pandemic and encouraged everyone to continue to support local restaurants. Director J. J. Hollie mentioned that The Woodlands Area Chamber of Commerce continues to support the community and is working with members on a future date for the yearly Leadership Retreat. The Annual Chairman's Ball is planned as scheduled for August 15, 2020. Director Cameron Klepac gave an update regarding potential show cancelation or rescheduling at the Cynthia Woods Mitchell Pavilion. The Pavilion is actively working with The Woodlands Township on various approaches to continue to bring the arts to the community this year.

14. Agenda items for next meeting;

The next Visit The Woodlands Board of Directors Meeting is scheduled for June 17, 2020 at 11:30 a.m. by videoconference.

15. Adjournment.

Motion by Director Jenny Taylor, seconded by Director Shelley Sekula-Gibbs to adjourn. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Adjournment at 12:35 p.m.



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

7/3/20
Date