



June 17, 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 June 17, 2020, via video conference, at 11:30 a.m. The roll was called and those in attendance were:

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

Absent: 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 Shelley Sekula-Gibbs, seconded by Director Ted Harris to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 8 - 0 Passed

Chairman Bruce Rieser called the meeting to order at 11:32 p.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 May 20, 2020 Special Board Meeting;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to approve the Minutes from May 20, 2020 Special Board Meeting. Vice Chairman John Anthony Brown abstained from voting as he missed the meeting. Motion carried by unanimous vote.

Vote: 8 - 0 Passed

Chairman Bruce Rieser explained that the Minutes from the May 20, 2020 Special Board Meeting are in the Board packet for all to evaluate.

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

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve the Financial Report through April 2020. Motion carried by unanimous vote.

Vote: 8 - 0 Passed

Chairman Bruce Rieser called on The Woodlands Township Assistant General Manager Finance and Administration, Monique Sharp. In terms of revenue, the total year to date budget was \$1,078,441 comparing to the actual revenue of \$842,429, resulting in an unfavorable variance of \$236,012. The Supplemental Hotel Tax shows an unfavorable balance of \$158,725 and unfavorable balance in Transfers of \$77,421, this is due to a favorable variance in expenditures. In terms of expenditures, the year to date budget was \$1,099,000 with an actual of \$844,419, resulting in a \$254,581 favorable expenditure variance due to the staff's proactive approach on suspending expenditures during the previous month. The CVB had an ending fund balance in April 2020 of \$1,513,361. The Hotel Occupancy Tax report showed a year to date decrease of 40%. This is due to the major hotels in The Woodlands being closed during the pandemic. Discussion followed.

6. Consider and discuss the 2021 Budget;

Motion by Director Jenny Taylor, seconded by Director Shelley Sekula-Gibbs to approve a 15% reduction for the 2021 budget plan with the condition to apply an additional 25% reduction if necessary. Motion carried by unanimous vote

Vote: 8 - 0 Passed

Nick Wolda presented the 2021 budget narrative and future budgeted reductions. After the feedback received at previous Board meetings, two reduction proposals were created for the 2021 budget plan. Option "A" represents 40% reduction in the originally adopted 2020 budget, which translates to \$994,158. Option "B" represents 15% reduction in the originally adopted 2020 budget, which translates to \$610,558. This option reduces or terminates some but not all advertising tracking tools, media monitoring tools, printing collateral, video & photo development, sales missions and travel opportunities, specific dues & subscriptions and public relations. Chairman Rieser noted that besides the reduction plans presented, staff has identified an additional 25% reduction plan that could be applied to the 2021 budget if future circumstances require it. Chairman Rieser and Director Hollie are in favor of representing the budget as a strong statement about the organization's intentions and future plans. Discussion followed.

7. Receive an update for the Visit The Woodlands website;

Motion by Director Shelley Sekula-Gibbs, seconded by Director Kevin Viteri to accept the update on the new Visit The Woodlands website. Motion carried by unanimous vote

Vote: 8 - 0 Passed

Ashley White announced the official launch of the new Visit The Woodlands website. She explained the key features such as the industry navigation, call to action, the new booking widget, tracking to capture leads, forms capabilities and improved photography & design throughout. She also encouraged everyone to experience and get familiar with this improved key marketing tool.

8. Staff Initiative Reports;

Motion by Vice Chairman John Anthony Brown, seconded by Director Kevin Viteri to accept the Staff Initiative Reports. Motion carried by unanimous vote.

Vote: 8 - 0 Passed

Elizabeth Eddins updated the Board on current projects. The Sales Department attended the Smart Meetings Virtual Tradeshow and hosted its first virtual site tour. The Department also hosted two virtual Advisory Committee Meetings. The Sales Department will attend a TSAE “Lunch and Learn” virtual event, will conduct several partner visits, and will continue to host virtual hotel site tours by developing a video to incorporate during these virtual opportunities. The Marketing Department hosted the new website launch, the virtual Q2 Marketing Committee meeting and updated all social content. The Marketing Department will continue to provide digital recovery and response information for COVID-19. The Tourism Department hosted a virtual “road trip” for “National Travel & Tourism Week” and attended virtual meetings with Houston area partners. In partnership with Travel Texas and U.S. Travel Association, the Department will be part of a virtual training for over 150 travel agents from Mexico.

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 12:30 p.m.

10. Reconvene in public session;

Reconvened in Public Session at 12:56 p.m.

11. Receive and consider matters regarding a Request for Proposal (RFP) to study potential advantages of expanding The Woodlands Township's Convention Center;

Motion by Vice Chairman John Anthony Brown, seconded by Director Jenny Taylor to approve the review of the top three proposals at the next Board meeting to study potential advantages of expanding The Woodlands Township's Convention Center. Motion carried by unanimous vote.

Vote: 8 - 0 Passed

Nick Wolda explained that before the RFP's due date, staff received eight proposals from groups interested in the analysis of potentially expanding the Convention Center. Staff is requesting to bring the top three proposals for consideration at the next Board meeting.

12. President's Report;

Nick Wolda announced that in an effort to keep residents and visitors safe, The Woodlands Township is considering the live stream of the Red, Hot & Blue Fireworks Extravaganza on July 4, 2020 at 9:30 p.m. More information will be announced on the events section of visitthewoodlands.com

13. Board Announcements;

Director J. J. Hollie mentioned that The Woodlands Area Chamber of Commerce will host the Annual Chairman's Ball on August 15, 2020 at The Woodlands Waterway Marriott. Director Cameron Klepac gave an update regarding the Cynthia Woods Mitchell Pavilion. Abiding by the Governor's current guidelines, The Pavilion had a successful event hosting the graduation ceremony for a local high school. Also, based on the current event guidelines, there could be limited capacity events scheduled for the coming months. Director Shelley Sekula-Gibbs invited everyone to participate in the free COVID-19 testing being performed at various locations in The Woodlands.

14. Agenda items for next meeting;

The next Visit The Woodlands Board of Directors Meeting is tentatively scheduled for July 15, 2020 at 11:30 am.

15. Adjournment.

Motion by Vice Chairman John Anthony Brown, seconded by Director Shelley Sekula-Gibbs to adjourn. Motion carried by unanimous vote.

Vote: 8 - 0 Passed

Adjourned at 1:08 p.m.

DocuSigned by:

Fred Domenick

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

8/31/2020

Date