



July 17, 2019

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 July 17, 2019 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
J.J. Hollie, Director
Don Norrell, Director
Kevin Viteri, Director

Absent: Brian Boniface, Director

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 Sr. Administrative Assistant; Laura Haces, TWCVB Tourism Specialist; Mariana Almanza-Cook, TWCVB Convention Development Specialist; Amber George, TWCVB Marketing Specialist; Makena Holland, TWCVB Administrative Assistant; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration; Todd Stephens, The Woodlands Township Intergovernmental Relations Manager

Attendees: Steve Toth, Texas House Rep. for District 15; Trent Williams, TX House Rep. Toth Chief of Staff; Branden Deckard, TX House Rep. Toth Dist. Director; Jane Stueckemann, The Woodlands Villager; Lisa Spitz, Community Member

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 Don Norrell to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 6 - 0 Passed

Chairman Bruce Rieser called the meeting to order at 11:32 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 May 15, 2019 Special Board Meeting;

Motion by Vice Chairman John A. Brown, seconded by Director J. J. Hollie to approve the Minutes from May 15, 2019 carried by unanimous vote.

Vote: 6 - 0 Passed

Chairman Bruce Rieser explained that the minutes from the May 15, 2019 Special Board Meeting are in the Board packet for all to evaluate.

5. Receive, consider and approve the Financial Report through May 2019;

Motion by Vice Chairman John A. Brown, seconded by Director Fred Domenick to approve the Financial Report through May 2019. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Chairman Bruce Rieser called The Woodlands Township Assistant General Manager Finance and Administration, Monique Sharp, to the podium to present. In terms of revenue, the total year to date budget was \$1,260,758 that compares to the actual revenue of \$1,242,571, resulting in an unfavorable variance of \$18,187. The Supplemental Hotel Tax shows an unfavorable balance of \$48,498, with an operating transfer from the Township of \$25,231. In terms of expenditures, the year to date budget was \$1,260,758 with an actual of \$1,242,543, resulting in an \$18,215 favorable balance, which represent a timing difference in the budget. The CVB had an ending fund balance in May 2019 of \$1,516,549.

6. Receive, consider and act upon a report from State Representative Steve Toth regarding travel and tourism;

Motion by Vice Chairman John A. Brown, seconded by Director J. J. Hollie to approve the report from State Representative Steve Toth regarding travel and tourism. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Representative Steve Toth approached the podium and shared that he is appreciative of the appointments he receive by the Speaker of the House to the House Appropriations Committee and the Culture Recreations & Tourism Committee. He believes The Woodlands is one of the greatest destinations in Texas to hold events, with the best facilities to do so. Representative Toth outlined several pieces of legislation passed during this year's legislative session. Senate Joint Resolution 24 dedicated a portion of the state sales and use tax imposed on sporting goods to support funding for historical venues and travel and tourism in Texas. House Joint Resolution 4 creates a flood infrastructure fund to assist local jurisdictions in financing drainage and flood mitigation and control projects.

Senate Bill 891 creates a new district court in Montgomery County. Senate Bill 345, commonly called the Jones Forest Preservation Act, protects the Jones State Forest by requiring that the territory be managed to maintain its natural, scenic and undeveloped condition. Legislation to create a Texas music incubator program and legislation to set a uniform school start date failed to pass the Legislature, although Representative Toth expressed the belief that progress was made toward passing such legislations in a future session. He recognized Senator Brandon Creighton for his hard work on behalf of The Woodlands Senate District 4 and House District 15. Representative Toth is especially proud of HB2571 George P. Mitchell Memorial Highway, which recognizes The Woodlands founder by renaming part of Interstate 45. He presented a handout prepared by TxDOT of what the sign would look like and thanked the Board, the Township Board, Howard Hughes Corp. and The Woodlands Area Chamber of Commerce for the support.

Agenda Item #12 was moved up on the Agenda and presented before Executive Session.

12. Receive, consider and act upon the designation of funding for signage along Interstate 45 to be called George P. Mitchell Memorial Highway;

Motion by Vice Chairman John A. Brown, seconded by Director J. J. Hollie to approve the funding request as presented for signage along Interstate 45 to be called George P. Mitchell Memorial Highway. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Chairman Rieser acknowledged Representative Toth's remarks and explained that House Bill 2571 was approved during this year's Legislative Session and it states that the portion of Interstate Highway 45 in Montgomery County between its intersection with State Highway 242 and the Montgomery-Harris county line is designated as the George P. Mitchell Memorial Highway. Section (b) of the bill states that markers should be placed at each end of the highway designation and under Texas law, the funding must come from local sources. Chairman Rieser is supportive of the bill and asked the Board to approve funding at a level of \$7,500, noting that The Woodlands Township Board is also supportive of this bill and at their July 18, 2019 Board meeting an Agenda Item similar to this will be presented.

7. Receive, consider and act upon matters regarding the 2020 Budget for Visit The Woodlands;

Motion by Director J. J. Hollie, seconded by Director Kevin Viteri to approve the update regarding the 2020 Budget. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Elizabeth Eddins explained that after the Visit The Woodlands Board approved the preliminary 2020 Budget during the May 15, 2019 meeting, the 2020 Budget was submitted to the Township Board for advisement and approval. Visit The Woodlands staff has reallocated funds within line items to better align with the organization's strategic mission for destination marketing and sales programs. A handout was presented with the job description for the new full-time staff member in Convention Sales. If approved by the Township Board, the hiring process would begin in 2020. Chairman Rieser added that revenue projections would be at 2% for the year 2020.

Agenda Item #8 was moved down on the Agenda after Executive Session.

9. Receive, consider and act upon any matters regarding Staff Initiative Reports;

Motion by Director Don Norrell, seconded by Director Kevin Viteri to approve the Staff Initiative Reports. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Elizabeth Eddins presented the Convention Sales report. Josie Lewis and Mariana Almanza-Cook hosted a 3-day Connect FAM tour with 14 meeting planners and attended a CVENT platform refresh training. Sales missions attended include, TACVB Sales Blitz and Symposium, Rendezvous South, American Society of Association Executives XDP Conference, Cinco De Mayo Austin Blitz Event, HelmsBriscoe ABC Conference, MPI World Education Congress and CVENT Connect. For the Marketing report, artwork was presented displaying the next issue of the Insider's Guide. Market Street's window clings will change quarterly to update artwork and the events listing. The website update is in progress and is expected to launch the first quarter of 2020. Staff will receive training in Simpleview CRM software prior to the launch of the new website. The new updated Meeting Planner Guide was presented to the Board. The next edition of the Insider's Guide and Current Newsletter will be mailed by the end of July 2019. Ashley White and Amber George presented magazine features to the Board. For the Tourism report, Elizabeth Eddins and Laura Haces represented The Woodlands Township at IPW 2019, which included 35 appointments with international tour operators. The department hosted 15 tour operators from the Association of Golf Tour Operators and 19 German tour operators in partnership with a FAM tour by Texas Tourism. Congratulations to Visit The Woodlands President Nick Wolda for completing the Texas Travel College Certified Tourism Executive provided by TTIA.

10. 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.

11. Reconvene in Public Session;

Reconvened in Public Session at 12:57 p.m.

8. Receive, consider and act upon advertising The Woodlands brand through merchandise;

The Visit The Woodlands Board of Directors took no action on matters related to advertising The Woodlands brand through merchandise.

13. Receive, consider and act upon matters related to water-born vessels;

The Visit The Woodlands Board of Directors took no action on matters related to water-born vessels.

14. President's Report;

President Nick Wolda congratulated Josie Lewis for earning her designation as a Certified Meeting Professional. Elizabeth Eddins has been appointed for a 2- year term to the Texas Association of CVB Board. Visit The Woodlands is celebrating the 50th Anniversary of the Moon Landing on Saturday, July 20, 2019 at 8 p.m. at Waterway Square. Farewell to Makena Holland as she embarks on her next chapter to study at Portland State University. The process to replace the part-time Administrative position is underway.

15. Board Announcements;

Director Domenick announced that The Woodlands Waterway Marriott Hotel and Convention Center is in the final renovation phase and will be completed by mid to late August 2019. Chairman Rieser congratulated Ashley White for being accepted to Leadership Montgomery County and Vice Chairman John A. Brown for having completed the program.

16. Agenda items for next meeting;

No discussion.

17. Adjournment.

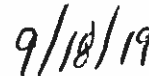
Motion by Vice Chairman John A. Brown, seconded by Director J. J. Hollie to adjourn. Motion passed unanimously.

Vote: 6 - 0 Passed

Adjourned at 1:01 p.m.



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



Date