



April 20, 2022
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 20, 2022 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
Cameron Klepac, Director
Dr. Shelley Sekula-Gibbs, Director
Monique Sharp, Director
Jenny Taylor, Director

Staff Present: Nick Wolda, President; Bret Strong, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Assistant Director; Ashley White, TWCVB Brand Development Manager; Josie Lewis, TWCVB Convention Development Manager; Monique Sharp, The Woodlands Township President/General Manager; Amber George, TWCVB Marketing Specialist; Ashley Fenner, TWCVB Convention Development Specialist; Gabby Pena, TWCVB Administrative Analyst

Attendees: Kellan Shaw; Director of Finance, Captain Holifield; Montgomery County Sheriff's Off

1. Pledge of Allegiance;
2. Call to order and adoption of Agenda;

Chairman Bruce Rieser called the meeting to order at 11:34 am.

Motion by Secretary/Treasurer Fred Domenick, seconded by Director Jenny Taylor to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 7 - 0 Passed

3. Public Comment;

No public comment.

4. Consider and approve Minutes from the February 16, 2022 Regular Board Meeting;

Motion by Vice Chairman John Anthony Brown, seconded by Director Monique Sharp to approve the Minutes from the Annual Board Meeting on February 16, 2022. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

5. Consider and approve the Financial Report through February 2022;

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Monique Sharp to accept the TWCVB Financial Report through February 2022. Motion passed unanimously.

Vote: 7 - 0 Passed

Chairman Rieser called upon Kellan Shaw, The Woodlands Township Finance Director. Chairman Rieser stated Hotel Occupancy Tax (HOT) Collections is ahead of projections by \$100,000. Due to increased travel, the end of most COVID-19 travel mandates, and pent-up demand for travel, Chairman Rieser is hopeful that the overall HOT collections will reach \$8 million in 2022. Director Sekula-Gibbs asked Finance Director Kellan Shaw what the HOT collections were in 2019. Ms. Shaw reported that HOT collections were \$9.2 million in 2019. Vice-Chairman Brown shared that many conferences have resumed bookings for two to three years in advance, showing a return to corporate business. Director Domenick confirmed that the booking pace is up for Q4 of 2022 and confirmed that all of the signs for group business are back. He mentioned that transient business is the slowest group to recover from the effects of COVID-19.

6. Receive, consider and act upon an update of the 2022 Budget and the 2023 Budget Planning Process;

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown An update of the 2022 Budget and the 2023 Budget Planning Process. Motion carried by unanimous vote.

Vote: 7 - 0 Passed

Elizabeth Eddins, Executive Director, presented the process and deadlines for submitting the Visit The Woodlands' 2023 Budget. Ms. Eddins shared that staff follows the deadlines and directives of The Woodlands Township. Ms. Eddins stated that Visit The Woodlands' Staffing, Operating, Departmental Summary is due to the Township by May 20, 2022. Staff welcomes and encourages input by the Board as soon as possible in order to be considered for the 2023 Budget Plans. President Nick Wolda reported that staff will present and request approval of its 2023 Budget at Visit The Woodlands' Special Board Meeting on May 18, 2022 before staff submits to The Woodlands Township on May 20, 2022. The Woodlands Township 2023 budget will be adopted in August, 2022.

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

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve the Proclamation for National Travel and Tourism Week. Motion passed unanimously.

Vote: 7 - 0 Passed

Chairman Rieser read a proclamation recognizing May 1-7, 2022 as National Travel and Tourism Week in The Woodlands, Texas. Elizabeth Eddins, Executive Director, shared the importance of the travel and tourism industries as an economic generator for The Woodlands Township and its residents. Visit The Woodlands will host a pop-up activation at Market Street during the Spring Fine Arts Show on Saturday, April 30, 2022 to celebrate the week. Elizabeth Eddins presented artwork for the local awareness campaign including window clings and signage that will be displayed throughout Market Street and hotels in The Woodlands. Director Jenny Taylor explained that Market Street hosts a Fine Arts Show twice a year and invited Visit The Woodlands to participate. She shared that ceramics, textiles and other artwork and live music will be featured.

8. Receive, consider and act upon an update of 2022 Tourism, Advocacy and International promotion efforts;

Motion by Director Cameron Klepac, seconded by Director Dr. Shelley Sekula-Gibbs to accept an update of the 2022 Tourism, Advocacy and International promotion efforts. Motion passed unanimously.

Vote: 7 - 0 Passed

Elizabeth Eddins, Executive Director, reported that Visit The Woodlands staff is committed to promoting tourism advocacy and education efforts. Ms. Eddins is a Board Member of the Texas Travel Alliance and served as Chair of the Unity Dinner and Conference, held in Houston in February, 2022. She led a general session panel related to creating strategic partnerships. Visit The Woodlands hosted the conference's Welcome Reception and had an opportunity to tell the group about The Woodlands as a premier destination for leisure and business travel. Josie Lewis, Sales Director, led a breakout session panel with meeting planners. Ms. Eddins presented the results of the March 17, 2022 Singapore Airlines FAM tour. She reported that over 20 airline tour planners toured The Woodlands, which included a tour of The Pavilion, a swan boat ride, shopping, and the St. Patrick's Day festivities at Waterway Square. Early feedback from the group's host revealed that the planners shared that The Woodlands as their favorite destination on their seven-day itinerary across the Houston area. Elizabeth Eddins traveled to London and Amsterdam for Travel Texas Mission. The mission lasted five days and consisted of media, travel planners and airline desk side appointments, as well as large travel agent events where Ms. Eddins was able to present to the entire group and promote The Woodlands. She mentioned that Travel 2 America, a premier travel agency in The Netherlands, has already requested a FAM tour. Over the full mission, more than 150 new connections were made for future business opportunities. Nick Wolda, Elizabeth Eddins and Ashley White were invited to attend a Welcome Reception for the Mayor of San Miguel de Allende, Mauricio Trejo Pureco, and his delegation. The goal of this meeting was to build relationships and business opportunities in Mexico markets.

9. Receive, consider and act upon an update of 2022 Marketing efforts;

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to accept the 2022 Marketing efforts update. Motion passed unanimously.

Vote: 7 - 0 Passed

Ashley White, Director of Marketing, spoke about the upcoming ad campaign photo and video shoot next month. There will be five days of shooting. Staff will partner with Market Street for clothing and other wearable assets. Chairman Rieser suggested Texas Tree Ventures, and the Lazy River at The Woodlands Resort to be considered in any upcoming ad campaigns. Ashley White mentioned that the LiveNation ad buy includes placements on the Cynthia Woods Pavilion website, fan emails, social media, concert vision ads, text message campaigns, and onsite activations. Ashley White reported on media and public relations coverage, specifically the Visit The Woodlands' feature in the KPRC February Field Trip segment. Director Dr. Sekula-Gibbs suggested that all photos with masks on the website and social media be taken down or replaced. Ashley White discussed her trip to New York for the Travel Texas Mission. Ashley White spoke about Visit The Woodlands' Social Ambassador Program where Sincerely Karin was chosen as the host for 2022. Ms. White shared that Sincerely Karin will be hosted in The Woodlands four times throughout the year and has scheduled posts throughout the year. She also mentioned the tabletop sponsor piece that was put together for Connect Puerto Rico.

10. Receive, consider and act upon an update of 2022 Convention Sales efforts;

Motion by Director Jenny Taylor, seconded by Director Cameron Klepac to accept the update on the 2022 Convention Sales efforts. Motion passed unanimously.

Vote: 7 - 0 Passed

Josie Lewis provided a report regarding Global Meetings Industry Day, which was held on April 7, 2022, and her Activation Station at the MPI Houston Chapter GMID Luncheon. The Rest Well Program has been put into place with six hotels and five hospitals participating, which includes Texas Children's The Woodlands Hospital, Houston Methodist The Woodlands Hospital, Memorial Hermann The Woodlands Medical Center, St. Luke's Health The Woodlands Hospital, and MD Anderson The Woodlands. Ms. Lewis announced that on April 21, 2022, from 6:00 until 8:00 p.m., The Westin at The Woodlands will be hosting the Cheers to Nominees Reception for the Admin Awards Gala. Chairman Rieser praised staff efforts on implementing the Rest Well Hospital Rate Program, stating that medical travelers are usually weekday travelers and could supplement the slower to return corporate business. Ms. Lewis gave an update on sales efforts resulting in 46 organic leads, 96 Cvent leads, and six site tours this year. She also reported on her recent travels to the Southwest Showcase, Cvent Connect, and SimpleView Summit. Ms. Lewis provided a report regarding her participation at the MPI and TSAE Board of Directors Retreat, Admin Awards Reception and Gala, and Ashley Fenner's progress in developing a welcome bag for the weddings market. In her servicing overview, Ms. Lewis mentioned that Visit The Woodlands had food trucks set-up for the Lunar Planetary Science Conference and that helped with the Academy Store Directors Conference.

11. Staff Initiative Reports;

None.

12. 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;

No action was taken after Executive Session.

13. Reconvene in public session;

Reconvened in public session at 1:08 p.m.

14. President's Report;

President Nick Wolda welcomed Gabby Pena as the new Administrative Analyst for Visit The Woodlands. Mr. Wolda congratulated Ashley White on her featured article in Texas Meetings+Events Magazine's May issue. Staff and Board recognized and congratulated Chairman Rieser on his 45 years in the travel industry. Mr. Wolda expressed that Chairman Rieser's expertise in the travel and tourism industry has been invaluable to Visit The Woodlands staff.

15. Board Announcements;

Director Cameron Klepac announced that the Cynthia Woods Mitchell Pavilion will be kicking off its season on April 30, 2022.

16. Agenda items for next meeting;

None.

Vote: 7 - 0 Passed

17. Adjournment.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 1:12.

Vote: 7 - 0 Passed

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

Date