

THE WOODLANDS

CONVENTION & VISITORS BUREAU



April 17, 2024

8:30 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 17, 2024 at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 8:30 a.m. The roll was called and those in attendance were:

Present: Brad Bailey, Chairman
Linda Nelson, Vice Chairman
Richard Franks, Secretary/Treasurer
Cameron Klepac, Director
Jennifer Gohagan, Director
Monique Sharp, Director
Kim Lowe, Director
Jenny Taylor, Director

Staff Present: Nick Wolda, President; Elizabeth Eddins, Executive Director; Josie Lewis, Director of Sales; Ashley White, Director of Marketing; Julie Quinn, Servicing Specialist; Mary Murphy, Public Relations Coordinator; Amber George, Social Media Coordinator; and Carla Montelongo, Administrative Analyst.

Attendees: Dana Lemons, The Woodlands Township Help Desk Analyst; Churchill Christmas, The Woodlands Township Help Desk Analyst; Kellan Shaw, Township Chief Financial Officer; Bret Strong, Legal Counsel; and Tara Vasovic-Frederick, Jordan Sexton, Jordan Nutt, Alex Pagliano, and Rowan Gearon Adcetera Design Studio, Inc Agency Representatives.

1. Pledge of Allegiance;

Led by Brad Bailey, Chairman.

2. Call to order and adoption of Agenda;

The meeting was called to order by Chairman Bailey at 8:30 a. m., A motion to adopt the

meeting Agenda by the Members passed unanimously.

Motion by Chairman Brad Bailey, seconded by Secretary/Treasurer Richard Franks

Vote: 8-0 Passed

3. Public Comment;

None.

4. Consider and Approve Minutes from March 20, 2024 Regular Board Meeting;

Motion to approve the March 2024 Minutes passed unanimously.

Motion by Vice Chairman Linda Nelson, seconded by Secretary/Treasurer Richard Franks

Vote: 8-0 Passed

5. Consider and approve Financial Report through February 2024;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through February 2024. The year-to-date budgeted expenditures is \$576,299. Year to date expenditures is \$651,552. The variance is best on timing differences, according to Ms. Shaw.

The year-to-date budgeted Sales Tax Deposit through April is \$25,511,590. Year-to-date actual is \$24,597,518, for a year-to-date unfavorable variance of \$914,072. Actual 2024 vs Actual 2023 is about \$455,061 less than 2023 at 1.8 percent.

The Hotel Occupancy Tax Deposits has a year-to-date budgeted at \$2,029,232, year-to-date actual is \$2,152,984 for a year-to-date favorable variance of \$123,752 a little over 6% of budget. Comparing 2023 to 2024 is about 9.5% more at \$184,362.

Motion to approve the Financial Report through February 2024 passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

Vote: 8-0 Passed

6. Receive, consider and act upon an advertising campaign in conjunction with Township Park & Ride operations;

Ashley White, Director of Marketing, announced Visit The Woodlands worked with its agency of record, Adcetera, to produce a design mockup for review and approval to place advertisements on the back of Township Park & Ride busses.

Jenny Taylor, Director inquired about shelf life and cost of graphics for bus advertisement. Mrs. White noted that Visit The Woodlands is covering the cost of the design, print and installation and that there is not an additional fee for advertising. Director of Marketing, Ashley White stated she would follow up on the shelf life and approval from The Township.

Linda Nelson, Vice Chairman asked about advertising opportunities on the side of the bus and Mrs. White confirmed advertisement is only on the rear of the bus.

Cameron Klepac, Director asked about lag time for implementing approved advertisements by The Township and Director of Marketing, Ashley White said she would confirm the information.

Vice Chairman, Linda Nelson asked Director Monique Sharp if the approval of the campaign would be on the agenda for The Townships next meeting on April 24, 2024. Monique Sharp Director replied that it would not, however it would be on the agenda during the May 16, 2024 Board Meeting as they are still looking into Federal FDA requirements that are being assessed to make sure all obligations are fulfilled.

Pending Township approval, motion to approve an advertising campaign on the back of the Township Park & Ride buses, at an amount not to exceed \$35,000 passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

Vote: 8-0 Passed

7. Receive, consider and act upon modifications to Visit The Woodlands brand strategy and logo;

Rowan Gearon, Chief Creative Officer with Adcetera, delivered a presentation addressing Visit The Woodlands logo and advertising campaigns following their brand assessment. The presentation focused on how to elevate the brand moving forward and create a new brand promise. Mr. Gearon also provided the foundation of a logo and displayed four possibilities of agency logo recommendations.

Secretary Richard Franks inquired about potential issues with changing the logo. Legal Counsel Bret Strong stated the words "The Woodlands" are owned by Howard Hughes Corporation and there is a licensing agreement with Visit The Woodlands Convention & Visitors Bureau to use those words. To trademark the logo, Visit The Woodlands would have to file with the U.S. Patent and Trademark Office, requiring permission from Howard Hughes to license the new logo. Mr. Strong stated the plan is to seek approval from the Board before approaching Howard Hughes for further review.

Mr. Strong asked if Adcetera has conducted preliminary research on similar logos to avoid future trademark issues. Mr. Gearon, with Adcetera, replied that preliminary research has been conducted and we're confident that there were no conflicting logos. Adcetera also mentioned that the trademark application would be open for a period of time for anyone to protest any discrepancies.

Director Jenny Taylor asked for staff feedback on the logo recognizing that they are the ones who interact with it most. Nick Wolda President emphasized the difficulty of developing a logo, and the decision was based on an agency recommendation and assessment of Visit The Woodlands' current position. President Wolda, Executive Director Elizabeth Eddins, and Director of Marketing Ashley White all agreed this was a good choice moving forward.

To align with Visit The Woodlands updated brand promise presented at the meeting, a motion to approve the proposed logo as presented passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

Vote: 8-0 Passed

8. Receive, consider and act upon modifications of the agreement with Adcetera Studio Inc.;

Alex Pagliano, SVP Media Services with Adcetera, presented marketing, advertising, and public opportunities with LiveNation and The Cynthia Woods Mitchell Pavilion. The goal is to significantly increase hotel utilization in conjunction with concerts and events at The Pavilion.

The agreement with Live Nation and The Cynthia Woods Mitchell Pavilion involves enhanced digital media opportunities. This includes increased visibility and exclusive advertising placements on the website, as well as trackable links for measuring return on investment. The agreement also includes negotiated rates and a branded mural experience at The Pavilion, with a perceived value of over \$183,000 for a proposed agreement of \$100,000.

Director Kim Lowe asked about the inclusion of an entertainment piece in the previous year's advertising. President Wolda clarified there was a ticket fund last year, but not this year, and this a pure marketing, advertising and PR play.

Chairman Bailey requested details on how the new software works. Ashley White Director of Marketing explained that an affiliate link has been created for The Pavilion, which is hard coded on their site and can be tracked when someone clicks to book a hotel.

Motion to approve amending the Adcetera Agreement to include a marketing program with LiveNation/The Pavilion & authorize the Chairman and President to sign, passed unanimously with the exception of one abstention -- Director Cameron Klepac.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

Vote: 7-0 Passed

Director Klepac abstained.

9. Staff Initiative Reports;

Josie Lewis, Director of Sales announced the Sales Team conducted over 17 partner, hotel pop-ins on Global Meetings Industry Day to show appreciation and what our industry does for The Woodlands. The sales team also attended Meeting Professionals International Houston Area Chapter event for the annual Global Meetings Industry Day. After the Memorial Hermann IRONMAN Texas event, the Sales Team will be heading to Meetings Today Live in San Antonio and in May, Ashley Fenner, Senior Sales Specialist will be attending HelmsBriscoe Annual Business Conference.

Director of Marketing Ashley White gave an update on their recent launch with the hotel booking engine that went live in March. The average daily rate for hotel booking received is nearly \$273. Mrs. White also noted that Visit The Woodlands saw a 2 to 1 return on investment that is attributed to confirmed hotel bookings as a result of Q1 advertising efforts. Visit The Woodlands generates close to \$5.50 for every dollar invested into an Online Travel Agency (OTA). There is also print advertising currently in market including Meet Texas. Additional print items in place include Texas Monthly and Connect.

Mrs. White also mentioned Amber George, Communications Coordinator and gave an update on social media coverage and public relations activities, including a popular April

Fools post that received great feedback. Mary Murphy, Public Relations Coordinator hosted Elaine Warner, a well-known travel journalist during Arts Festival. Elaine Warner currently writes for the Dallas Morning News and several other newspapers. The #SoWoodlands magazine is currently available. Mrs. White noted a full report covering all staff initiatives will be presented in the Quarterly Report during The Woodlands Township Regular Board Meeting in May.

Chairman Bailey inquired about the distribution of #SoWoodlands, to which Mrs. White explained that 1,000 are currently being printed, with 750-800 being sent out via mail and the rest distributed as needed. Plans to include #SoWoodlands into The Township Community Magazine in July were mentioned, with Visit The Woodlands targeting an estimated 55,000 households and the additional 1,000 will continue to go to local businesses.

Executive Director Elizabeth Eddins announced an update on Visit The Woodlands restaurant program and collaborations with local businesses. So far this year, there have been 8 partner collaborations on social, including The Woodlands Waterway Marriot brunch, Sorriso pizza making, Local Table, Refuge, Jalisco, Costa Fina, Pure Green and Fuhgedaboutit Bagel Company.

Visit The Woodlands consistently promotes collaboration with local businesses and garnered over \$10,000 in influencer media value in April. Visit The Woodlands was also featured on the "What's Eric Eating" podcast, which has previously featured The Woodlands. Additionally, Visit The Woodlands promotes special offers and specialty events through communications with partners. Staff also attended The Collaborate For A Cause Dinner at TRIS for the MS 150, with Nebular Films providing video coverage of the event.

Motion by Director Cameron Klepac, seconded by Director Jenny Taylor

Vote: 8-0 Passed

10. Recessed 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 9:30 a.m.

11. Reconvene in public session;

Reconvene in public session at 9:36 a.m.

12. Receive, consider, and act upon extending an Agreement with the World Triathlon Corporation;

Chairman Brad Bailey announced this item would be postponed until a future Board Meeting.

13. President's Report;

President Nick Wolda announced a May meeting to discuss the 2025 Marketing Budget for Visit The Woodlands and also introduced Carla Montelongo, new Administrative Analyst.

14. Board Announcements;

Chairman Bailey mentioned Chevron has extended The Chevron Championship by two years and increased the purse prize of the tournament.

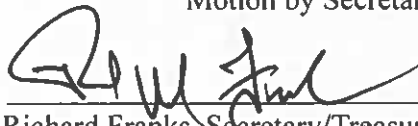
15. Agenda items for next meeting;

None.

16. Adjournment at 9:38 a.m.

Motion to adjourn passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor



Richard Franks, Secretary/Treasurer
The Woodlands CVB Board of Directors

15 May 2024
Date