



**August 14, 2024**

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 August 14, 2024, 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:** Brad Bailey, Chairman  
Linda Nelson, Vice Chairman  
Richard Franks, Secretary/Treasurer  
Cameron Klepac, Director  
Monique Sharp, Director  
Kim Lowe, Director  
Jenny Taylor, Director

**Absent:** Jennifer Gohagan, Director

**Staff Present:** Nick Wolda, President; Elizabeth Eddins, Executive Director; Josie Lewis, Director of Sales; Ashley White, Director of Marketing; Amber George, Communications Coordinator; Ryan Greenwood, Senior Sales Specialist; Julie Quinn, Sales & Servicing Specialist; and Carla Montelongo, Administrative Analyst.

**Attendees:** Churchill Christmas, The Woodlands Township Help Desk Analyst; Kellan Shaw, Township Chief Financial Officer; and Bret Strong, Legal Counsel.

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 11:32 a. m., A motion to adopt the meeting Agenda by the Members passed unanimously.

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

Vote: 7-0 Passed

3. Public Comment;

None.

4. Consider and Approve Minutes from May 15, 2024 Regular Board Meeting;

Motion to approve the May 2024 Minutes passed unanimously.

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

Vote: 7-0 Passed

5. Consider and approve Financial Report through June 2024;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through June 2024. The year-to-date budgeted revenue is \$1,823,055. Year to date actual is \$1,742,132 for an unfavorable variance of \$80,923. Ms. Shaw stated this is due to the supplemental hotel occupancy tax not being transferred for CVB's operational expense.

The year-to-date budgeted expenditures is \$2,028,055. Year-to-date actual is \$1,779,125 for a year-to-date favorable variance of \$248,930. The budget does include the budget amendments for Visit The Woodlands Community Magazine insert and upcoming TSAE conference. It does not include the bus wraps for the Park & Ride buses or the increased amount for the Adcetera contract. Both of these items were approved after the 2024 budget was approved in 2023. Recommendation was to review budget towards year end and determine if funds needed to be transferred from the reserves but not do the budget amendment at time of approval. The Marketing line may fluctuate until year end. Sales tax deposits through October, year-to-date budgeted is \$50,959.135. The Actual is \$50,258,881 for an unfavorable variance of (\$700,254). Comparing 2023 to 2024 we are \$363,239 over the prior year. Even though the budgeting amount for 2024 is (\$517,557) for the month, when comparing 2023 to 2024, we were slightly under the 2023 number.

The Hotel Occupancy Tax Deposits has a year-to-date budgeted at \$5,708,827. Actual collected \$5,893,793 for a year-to-date favorable variance of \$184,966. Comparing 2023 to 2024 is about 6.6% more at \$364,199. All hotels for June stays were under, and this is primarily due to some group sales that were anticipated but were scheduled further out. July stays are expected to increase back to normal numbers. Director Kim Lowe also mentioned contracts were picked up by lineman from CenterPoint and Entergy in lieu of groups that had left mid event.

Chairman Bailey discussed the importance of marketing and advertising over the next five months to be able to reach \$10 million dollar in Hotel Occupancy Tax. Director Cameron Klepac stated The Pavilion is more stacked during the August, September, and October time frame and not so much during June and July. Director Klepac did note The Pavilion is promoting upcoming Post Malone shows, which are exclusively in Austin and Houston, by advertising in the Dallas area to attract attendees from there. President Wolda concurred with

Chairman Bailey's requests about taking a look at various ways to help reach the \$10 million mark.

Chairman Bailey also requested an update on the Hotel Booking Engine and its performance thus far for the next Board meeting.

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

Vote: 7-0 Passed

6. Receive, consider and act upon an Amendment to the 2024 Service Agreement between The Woodlands Convention & Visitor's Bureau and The Woodlands Township;

President Nick Wolda addressed the topic and began with discussion about the Service Agreement in place between The Woodlands Convention & Visitors Bureau (dba Visit The Woodlands) and The Woodlands Township. This Service Agreement, which names Visit The Woodlands as the official destination marketing and management organization of The Woodlands, states specific deliverables to The Woodlands Township. Two new initiatives emerged in 2024 that required the utilization of Township assets for advertising and promotional purposes: 1. Insertion of printed publication of Visit The Woodlands "Pathways" into The Woodlands Community Magazine on a regular basis and the production and installation of Visit The Woodlands advertising on the back of the Township buses as "bus wraps." The Agenda item addresses amending the Service Agreement to specific list these two initiatives.

Motion to approve the Amendment to the 2024 Service Agreement between The Woodlands Convention & Visitor's Bureau and The Woodlands Township passed unanimously.

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

Vote: 7-0 Passed

7. Receive, consider, and act upon the strategic partnership related to the 2024-2025 holiday season in The Woodlands;

Executive Director Elizabeth Eddins addressed this item taking a look back at Visit The Woodlands Board approved 2023 enhancements which included holiday displays, video boards and decor. Ms. Eddins discussed a new, different, collaborative participation again between Visit The Woodlands and The Woodlands Township Parks & Recreation at an amount not to exceed \$50,000 for holiday season.

Chairman Bailey requested a "Stay & Shop" package to be added under the \$10 million goal. Director Taylor stated Market Street has partnered with Hyatt Centric and The Resort previously to drive that message.

Motion to approve the strategic partnership related to the 2024-2025 holiday season not to exceed \$50,000 passed unanimously.

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

Vote: 7-0 Passed

8. Receive, consider, and act upon the 2025 Goals and 2025 Budget;

President Wolda discussed the 2025 Goals and Budget and outlined the schedule through May, June, July, and August. Mr. Wolda gave an overview of the budget on how dollars would be spent in marketing, sales and administration. The presented budget is \$3,954,288 and based on 2024 salaries / benefits.

The next step will be for The Woodlands Township Board of Directors to review and approve in its Budget Workshops starting on Monday, August 19, 2024.

President Wolda President additionally highlighted measurements for 2025 including hotel tax collection of \$10.5 million, social media goals, advertising impression goals and sales goals.

Motion to approve the proposed 2025 Goals and 2025 Budget for Visit The Woodlands passed unanimously.

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

Vote: 7-0 Passed

9. Receive, consider, and act upon an update on Staff Initiative Reports;

Executive Director Elizabeth Eddins gave an update on Hurricane Beryl Response efforts to assist hotels, restaurants and shops after the storm. She indicated how Visit The Woodlands actively shared information developed by The Woodlands Township, which is the key source of information for The Woodlands. Ashley White, Director of Marketing, provided updates on marketing initiatives as well as Visit The Woodlands Quarterly Report. She updated the Board on the use of the new logo. Director of Sales Josie Lewis gave an update on upcoming sales efforts and introduced Ryan Greenwood, Visit The Woodlands new Senior Sales Specialist.

Motion to approve Staff Initiatives passed unanimously.

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

Vote: 7-0 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 12:30 p.m.

11. Reconvene in public session;

Reconvened at 12:49 p.m.

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

President Wolda presented a motion for the Board to approve the extension of its agreement with the World Triathlon Corporation for the production of the Memorial Hermann IRONMAN Texas in The Woodlands through 2030. Here are the dates in the Agreement:

- April 18, 2026
- April 24, 2027
- April 22, 2028
- April 28, 2029
- April 27, 2030

Motion to extend the host venue sponsorship agreement with IRONMAN Texas World Triathlon Corporation for the next five years passed unanimously.

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

Vote: 7-0 Passed

13. President's Report;

President Nick Wolda congratulated staff for winning several state and national awards recently. Visit The Woodlands received a Silver Award for a Travel and Tourism Social Video as well as several awards including the 30<sup>th</sup> annual Communicator Award, Distinction Influencer Award, Award of Excellence for Print Content, Award of Excellence for Conference Activation, and Award of Excellence for the Nine Wonders of The Woodlands.

14. Board Announcements;

None.

15. Agenda items for next meeting;

None.

16. Adjournment at 12:54 p.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

20/1/2024  
Date