

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

VISIT  
**THE WOODLANDS**  
T E X A S

**May 15, 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 May 15, 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; 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; Jenny Wright, Executive Director; Tara Vasovic-Frederick, Alex Pagliano, Adcetera Design Studio, Inc Agency Representatives; and Steve Preston, Resident.

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 Secretary/Treasurer Richard Franks, seconded by Director Kim Lowe

Vote: 8-0 Passed

3. Public Comment;

None.

4. Receive, consider and act upon a wrap-up report from The Woodlands Arts Council regarding The Woodlands Waterway Arts Festival;

Executive Director Jenny Wright presented a PowerPoint follow-up of The Woodlands Waterway Arts Festival took place April 12, 13, & 14, 2024. There were 191 artists in attendance. The Waterway Arts Festival had 30 generous sponsors, including 11 new sponsors. Books on the Green hosted 13 authors and 1,500 kids experienced hands-on process-oriented projects at Artopoly, a partnership with The Woodlands Childrens Museum. About 19,000 attendees were calculated and "Water Break" was auctioned off and raised \$23,000 for The Woodlands Arts Council.

Marketing results for The Woodlands Waterway Festival had over 2 million impressions across digital media with 434,000 impressions from The Woodlands Arts Council social media with 9,100 link clicks. There was an overall estimate of \$7 million in Economic Impact. Next year's goal is to conduct a live survey for 2025.

Next upcoming event is Young Makers Market a partnership with Market Street and 54 students from CISD will be presenting their art on September 7, 2024. The Texas Fine Craft Show is partnered with The Woodlands Resort and will host 65 artists from November 1, 2, & 3, 2024. April 11, 12, & 13, 2025 will be the 20<sup>th</sup> anniversary.

Motion to approve the report from The Woodlands Art Council passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Kim Lowe

Vote: 8-0 Passed

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

A proclamation for National Travel and Tourism was read by Chairman Brad Bailey recognizing the importance of the travel industry on The Woodlands' economy and development. Executive Director Elizabeth Eddins emphasized the importance of recognizing and celebrating the workforce in The Woodlands and Montgomery County, particularly in the travel and tourism industry. It highlights the diverse roles and essential contributions of the workforce, including hotel staff, event organizers, law enforcement, and fire department personnel, in ensuring the safety and satisfaction of visitors and residents.

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

Vote: 8-0 Passed

6. Consider and approve Minutes from April 17, 2024 Regular Board Meeting;

Motion to approve the April 2024 Minutes passed unanimously.

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

Vote: 8-0 Passed

7. Consider and approve Financial Report through March 2024;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through March 2024. The year-to-date budgeted revenue is \$894,871. Year to date actual is \$757,050 for an unfavorable variance of \$137,821. Ms. Shaw stated this is due to the operating transfers not being needed due to the expenditures being less.

The year-to-date budgeted expenditures is \$894,871. Year-to-date actual is \$779,300 for a year-to-date favorable variance of \$115,571. Sales tax deposits through April, year-to-date budgeted is \$25,511,590. The year-to-date actual is \$24,597,518 for an 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 \$2,916,447, year-to-date actual is \$3,066,462 for a year-to-date favorable variance of \$150,015. Comparing 2023 to 2024 is about 7.9.5% more at \$225,428.

Mixed beverage tax report came in at \$122,193 about \$9,000 over budget for March collections.

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

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

Vote: 8-0 Passed

8. Receive, consider and act upon the proposed 2025 Budget and process for Visit The Woodlands;

President Nick Wolda discussed the start of the 2025 Budget Planning Process and outlined the schedule through May, June, July, and August. Visit The Woodlands Board will need to approve its proposed budget by July and present to The Woodlands Township's Board of Directors in August.

President highlights goals and measurements for 2025 and asked for input from the Directors.

President Wolda emphasized that staff is not requesting additional positions in the 2025 budget and asking for a slight increase in marketing programs.

Executive Director Elizabeth Eddins gave an overview of the budget on how dollars would be spent in marketing, sales and administration. At this time, staff presented a budget in the amount of \$3,954,288.

Director Gohagan recommended updating the Meeting Planner Guide photos and would like a future meeting to discuss different areas on return on investment (ROIs).

Chairman Bailey stated Barry Blanton took The Visit The Woodlands Board through a strategic planning session and to always think of new events and opportunities to continue to drive tourism. Visit The Woodlands could also improve its partnership with the Chevron Championship to secure more overnight stays to maximize the impact of the event.

Vice Chairman Linda Nelson also wanted to explore options for future Memorial Hermann IRONMAN events and offers with hotel partners to secure more nights.

Director Taylor reiterated needing to put heads in beds outside of April and is excited to hear marketing plans and sales missions to assist. Jenny Taylor would also like more information before staffing numbers are finalized to conduct a market study from a compensation standpoint. Director Taylor also wanted clarification on the mixed beverage tax, to which President Wolda responded Visit The Woodlands is funded by a percentage of the Hot Tax which is approved by The Woodlands Township.

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

Vote: 8-0 Passed

9. Staff Initiative Reports;

Ashley White, Director of Marketing, provided updates on marketing initiatives, highlighting that the marketing team is currently out attending conference to promote The Woodlands. Amber George is attending TravelCon, targeting influencers and bloggers for social media coverage. Mary Murphy is attending North American Travel Journalists Association (NATJA) conference to promote The Woodlands as a destination and engage with journalists and travel writers. For LPGA Visit The Woodlands produced 16 different pieces of content which had over 31,000 impressions and a media value just over \$8,000. For IRONMAN, the team produced 14 different pieces of content with over 186,000 impressions and over 167,000 video views. These were worth roughly \$26,000 in earned media value. Additionally, being able to partner with events like LPGA and Memorial Hermann IRONMAN has been instrumental in expanding reach and engagement with audiences.

Director of Sales Josie Lewis gave an update on upcoming sales efforts, noting Amber Fenner was out representing Visit The Woodlands at HelmsBriscoe Annual Business Conference and Meeting Professionals International World Education Conference from May 20-23, 2024. In early June, the sales team will be heading to Austin for a Texas Association of Convention & Visitor Bureau (TACVB) Sales Blitz to work with Texas Society of Association Executives (TSAE) and Meeting Professionals International (MPI) The Hill Country Chapters. On September 15, 2024 Visit The Woodlands will be hosting our opening night reception for Texas Society of Association Executives (TSAE) New Ideas Conference. Additionally, a new sales team member, Ryan Greenwood will be starting on May 28, 2024.

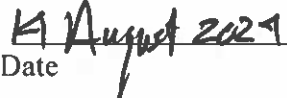
Executive Director Elizabeth Eddins recognized Director Jenny Taylor, as Backyard Sales Campaign advocate for hosting TrademarkCon. Ms. Eddins spoke on the partnership between Market Street and Visit The Woodlands.

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.
11. No Executive session;
12. Receive, consider, and act upon temporary office staff location plan during construction phase;  
Chairman Brad Bailey stated this item was pulled from the Agenda.
13. President's Report;  
None.
14. Board Announcements;  
Director Jenny Taylor reminded of the upcoming Mix n Mingle at Market Street on Thursday, May 30, 2024 from 5:00 to 7:00 p.m.  
Director Jennifer Gohagan noted a slowdown industry wide on leisure weekend travel.  
Director Cameron Klepac stated they had three upcoming shows with one being rescheduled and will be rolling into upcoming graduations.
15. Agenda items for next meeting;  
None.
16. Adjournment at 9:37 a.m.  
Motion to adjourn passed unanimously.  
Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

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

  
Date