



April 16, 2025

8:30 a.m.

MINUTES OF MEETING

REGULAR 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 16, 2025, 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: Linda Nelson, Chairman
Richard Franks, Vice Chairman
Cameron Klepac, Secretary/Treasurer
Brad Bailey, Director
Noemi Gonzalez, Director
Kim Lowe, Director
Monique Sharp, Director

Absent: Jennifer Gohagan, Director

Staff Present: Nick Wolda, President; Elizabeth Eddins, Executive Director; Ashley White, Director of Marketing; Josie Lewis, Director of Sales; Amber Parsley, Tourism Specialist; Andrea Day, Creative Media Coordinator; Brooklyn Newell, Social Media Coordinator; Ryan Greenwood, Senior Sales Specialist; Julie Quinn, Sales & Servicing Specialist; and Carla Twidell, Administrative Analyst.

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

1. Pledge of Allegiance;

Led by Linda Nelson, Chairman.

2. Call to order and adoption of Agenda;

The meeting was called to order by Chairman Nelson at 8:30 a.m. A motion to adopt the meeting Agenda by the Members passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Director Brad Bailey

Vote: 7-0 Passed

3. Public Comment;

None.

4. Receive, consider and approve minutes from February 19, 2025 Annual Board Meeting;

Motion to approve the February 2025 Minutes passed unanimously.

Motion by Director Brad Bailey, seconded by Vice Chairman Richard Franks

Vote: 7-0 Passed

5. Receive, consider and approve Financial Report through February 2025;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through February 2025. The year-to-date budgeted revenue is \$604,859. Year to date actual is \$794,316 for a favorable variance of \$189,457.

The year-to-date budgeted expenditures is \$604,859. Year-to-date actual is \$794,316 for a year-to-date unfavorable variance of \$189,457.

The Hotel Occupancy Tax Deposits through March were presented. The year-to-date budgeted is \$2,249,662. Year-to-date actual is \$2,256,784 for a year-to-date favorable variance of \$7,122 for the year. We collected about 104,000 more than the prior year.

The year-to-date budgeted Sales Tax Deposit is \$20,780.420. Year-to-date actual is \$21,906,521 for a year-to-date favorable budget of \$1,126101. Comparing 2024 revenue to 2025 revenue, The Township has collected approximately 2.5 million additional dollars.

Motion to approve the Financial Report through February 2025 passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Director Brad Bailey

Vote: 7-0 Passed

6. Receive, consider and act upon the election of a Director;

Legal Counsel Bret Strong led the Board through the election process of a Director's position being vacated, and Chairman Nelson nominated Director Noemi Gonzalez.

Motion to accept the election of Noemi Gonzalez as a new Director passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Director Brad Bailey

Vote: 7-0 Passed

7. Receive, consider and act upon affirmation of The Woodlands Convention and Visitors Bureau's President and Board of Director officers as authorized signers on the Convention and Visitors Bureau's bank accounts;

Motion to approve The Woodlands Convention and Visitors Bureau's President and Board of Director officers as authorized signers on the Convention and Visitors Bureau's bank accounts passed unanimously.

Motion by Director Brad Bailey, seconded by Vice Chairman Richard Franks

Vote: 7-0 Passed

8. Receive, consider, and act upon the 2026 Budget process for Visit The Woodlands;

President Nick Wolda discussed the start of the 2026 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 highlighted goals and measurements for 2026 and asked for input from the Directors.

Director Bailey mentioned adding Visit The Woodlands elevator clings at the Town Center Parking Garage elevators.

Motion to approve the update regarding the 2026 Budget process for Visit The Woodlands passed unanimously.

Motion by Director Brad Bailey, seconded by Director Kim Lowe

Vote: 7-0 Passed

9. Receive, consider, and act upon an update from The Woodlands Film Commission;

An update over The Woodlands Film Commission was given by Executive Director Elizabeth Eddins and highlighted online resources and provided an overview of the Texas Moving Image Industry Incentive Program.

It was recommended to coordinate with Parks and Recreations for future inquiries and needs.

Chairman Nelson recommended to consult with an expert for The Woodlands Film Commission for next steps.

Motion to accept the update on activities related to The Woodlands Film Commission passed unanimously.

Motion by Director Brad Bailey, seconded by Vice Chairman Richard Franks

Vote: 7-0 Passed

10. Receive, consider and act upon the Host Venue Sponsorship Agreement (C-2025-0232) amongst The Woodlands Township, The Woodlands Convention and Visitors Bureau, doing business as Visit The Woodlands and World Triathlon Corporation (WTC) as it relates to the Host Venue Sponsorship Agreement for IRONMAN TEXAS 2026-2030;

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

IRONMAN EVENT DATES

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

IRONKIDS EVENT DATES

- o April 11, 2026
- o April 17, 2027
- o April 15, 2028
- o April 21, 2029
- o April 20, 2030

Motion to approve the Host Venue Sponsorship Agreement among The Woodlands Township, The Woodlands Convention and Visitors Bureau, doing business as Visit The Woodlands and World Triathlon Corporation (WTC) as it relates to the Host Venue Sponsorship Agreement for IRONMAN TEXAS 2026-2030 passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Director Brad Bailey

11. Receive, consider and act upon a Proclamation in support of Global Meetings Industry Day (GMID);

A Proclamation for Global Meetings Industry Day was read by Director Kim Lowe.

Director Josie Lewis emphasized the impact of meetings and events in The Woodlands.

Motion by Director Brad Bailey, seconded by Vice Chairman Richard Franks

12. Receive, consider and act upon a Proclamation for National Travel and Tourism Week;

A proclamation for National Travel and Tourism was read by Chairman Linda Nelson 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.

Visit The Woodlands will be hosting a Hospitality & Tourism Appreciation Night during Concert in the Park at Market Street Thursday, May 8th at Central Park 6 to 9 p.m.

Motion by Vice Chairman Richard Franks, seconded by Director Kim Lowe

13. Receive, consider and approve Staff Initiative Reports;

Executive Director Elizabeth Eddins gave a brief update on staff initiatives as well as partner relationship and hotel packaging. An update was given over Houston Restaurant Weeks and how The Woodlands and Montgomery County are involved with the program. For an International Market update, Visit The Woodlands welcomed Municipal President Mauricio Trejo Pureco of San Miguel De Allende in March 2025.

Director of Sales Josie Lewis provided updates on sales initiatives. A recap was given over recent sales efforts. The Lunar Planetary Science Conference Food Truck Village took place the week of March 10th. Q1 Sales and Marketing Committee meeting took place as well as Global Meetings Industry Day Meeting Planner Roundtable, Waste Connections Golf Tournament and Beng Luncheon.

Director of Marketing Ashley White provided updates on marketing initiatives and efforts. Q1 Media Performance examples were given over impressions, engagements, hotel bookings, etc. New hotel maps were brought to show the Board the new designs well as race support signs. A sneak peak of Visit The Woodlands visitor guide was shown as well as elevator clings and a collection of recent photo assets. Mrs. White also showed an article on The Woodlands in the March 2025 issue of Texas Highways that was a result of Visit The Woodlands PR efforts.

Motion to approve the Staff Initiative Report passed unanimously.

Motion by Director Brad Bailey, seconded by Vice Chairman Richard Franks

Vote: 7-0 Passed

14. Executive Session;

None.

15. Reconvene in public session;

It was not necessary to reconvene in public session.

16. President's Report;

President Nick Wolda congratulated and thanked all Visit The Woodlands Board members for the commitment and passion for The Woodlands.

17. Board Announcements;

Chairman Nelson mentioned upcoming events in The Woodlands; Memorial Hermann IRONKIDS, Memorial Hermann IRONMAN Texas, The Chevron Championship and Insperity Invitational.

18. Agenda items for next meeting;

None.

19. Adjournment at 9:38 a.m.

Motion to adjourn passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Director Brad Bailey



Cameron Klepac, Secretary/Treasurer
The Woodlands CVB Board of Directors

5/21/25

Date