



August 20, 2025

1:30 p.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 August 20, 2025, at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 1:30 p.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
Jennifer Gohagan, Director
Noemi Gonzalez, Director
Kim Lowe, Director
Monique Sharp, Director
- Staff Present:** Nick Wolda, President; Executive Director, Elizabeth Eddins; Ashley White, Director of Marketing; Josie Lewis, Director of Sales; Amber Parsley, Tourism Specialist; Andrea Day, Creative Media Coordinator; Brooklyn Newell, Social Media Coordinator; Rachael Varner, Content Coordinator; Ashley Fenner, Senior Sales Specialist; Ryan Greenwood, Senior Sales Specialist; Julie Quinn, Sales & Servicing Specialist; and Carla Twidell, Administrative Analyst.
- Attendees:** Dana Lemons, The Woodlands Township Help Desk Analyst; Kellan Shaw, Township Chief Financial Officer; Bret Strong, Legal Counsel; and Palmer Buck, The Woodlands Township Fire Chief; and Erik Secrest, President, The Woodlands Professional Fire Fighters Association.

1. Pledge of Allegiance;

Led by Kim Lowe, Director.

2. Call to order and adoption of Agenda;

The meeting was called to order by Chairman Nelson at 1:31 p.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: 8-0 Passed

3. Public Comment;

None.

4. Receive, consider and act upon a recap of the Texas State Associations of Fire Fighters conference in The Woodlands;

The Woodlands welcomed the 49th Biennial Convention for the Texas State Association of Fire Fighters (TSAFF) at The Woodlands Waterway Marriott from July 14-17, 2025. Texas State Association of Fire Fighters (TSAFF) represents 20,000+ professional firefighters across Texas and generated more than \$650,000 in Earned Income Credit (EIC). The Board and Staff thanked The Woodlands Fire Department's Erik Secrest and Fire Chief Palmer Buck.

Motion to approve the recap of the Texas State Associations of Fire Fighters conference passed unanimously.

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

Vote: 8-0 Passed

5. Receive, consider and approve minutes from the June 18, 2025 Board Meeting;

Motion to approve the June 2025 Minutes passed unanimously.

Motion by Director Jennifer Gohagan, seconded by Vice Chairman Richard Franks

Vote: 8-0 Passed

6. Receive, consider and approve Financial Report through June 2025;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through June 2025. The year-to-date budgeted revenue is \$2,002,291. Year to date actual is \$1,959,194 for an unfavorable variance of \$43,097.

The year-to-date budgeted expenditure is \$2,002,291. The year-to-date actual is

\$1,959,194 for a year-to-date favorable variance of \$43,097.

The Hotel Occupancy Tax Deposits through July were presented. The year-to-date budget is \$6,057,572. Year-to-date actual is \$6,079,570 for a year-to-date favorable variance of \$21,998. Comparing 2024 revenue to 2025 revenue, an additional \$185,778 has been collected.

The year-to-date budgeted Sales Tax Revenue through August is \$52,532,942. Year-to-date actual is \$54,372,085 for a year-to-date favorable variance of \$1,839,143. Comparing 2024 revenue to 2025 revenue, The Township has collected approximately 4 million additional sales tax revenue dollars.

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

Motion by Vice Chairman Richard Franks, seconded by Secretary/Treasurer Cameron Klepac

Vote: 8-0 Passed

7. Receive, consider and act upon the engagement of a consultant for hotel and meeting space study;

President Nick Wolda discussed the RFP process. Visit The Woodlands Board of Directors determined to issue a study at its May 21, 2025 Board meeting. The Board of Directors approved staff to develop an RFP to determine the need for additional hotels and expanded meeting space. Staff received ten (10) proposals by the deadline of Thursday, July 31, 2025. While each of the proposals had merits in their own respects, two particular firms stood out amongst the 10 submittals: REVPAR International and Hunden Partners. It was left to the Visit The Woodlands Board of Directors to make a joint decision on the consultant of choice.

Motion to select REVPAR to conduct a hotel and meeting space study at an amount not to exceed \$38,500 and authorize the President to sign associated agreement passed unanimously.

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

Vote: 8-0 Passed

8. Receive, consider and act upon the purchase of a vehicle for Visit The Woodlands;

Visit the Woodlands has identified the need for a dedicated vehicle to support its operations, elevate the group sales client experience, and expand its ability to effectively promote tourism through marketing initiatives, photo and video shoots, and high visibility presence at local and regional events. Following research and evaluation of multiple options, staff, in collaboration with The Woodlands Township purchasing team, recommend Lincoln Aviator as the optimal choice to meet operational, client experience and branding needs.

Motion to approve the purchase of a Lincoln Aviator at a cost not to exceed \$75,000 and authorize the President to sign related documents passed unanimously.

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

Vote: 8-0 Passed

9. Receive, consider and act upon submitting a formal bid to host the Texas Society of Association Executives (TSAE) New Ideas Conference in 2028 in The Woodlands;

In September 2024, Visit The Woodlands successfully hosted the TSAE New Ideas Conference at The Woodlands Resort, Curio Collection by Hilton. The conference allowed Visit The Woodlands to highlight its hotel properties, meeting venues, and destination experiences through receptions, excursions, and networking opportunities. Given the proven success and measurable ROI of the 2024 event, Visit The Woodlands recommends submitting a formal bid to bring the TSAE New Ideas Conference back to The Woodlands in 2028.

Motion to authorize staff to submit a formal bid to host the Texas Society of Association Executives (TSAE) New Ideas Conference in 2028 in The Woodlands, with associated bid fulfillment costs not to exceed \$150,000 passed unanimously.

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

Vote: 8-0 Passed

10. Receive, consider and approve Staff Initiatives Reports;

Executive Director Elizabeth Eddins provided updates on summer efforts. IPW Tradeshow in Chicago was recently attended by Ms. Eddins along with Tourism Specialist, Amber Parsley. Ms. Eddins joined partners Houston First and Around Houston for appointments. Ms. Parsley joined the Texas Travel booth in which there were a combined total of 200 appointments. Visit The Woodlands has onboarded 18 new local partners and are currently promoting Houston Restaurant Weeks, with 24 restaurants participating to support the Montgomery County Food Bank. For the holidays, Visit The Woodlands is developing marketing strategies to attract visitors, including hotel packages with ice rink tickets

Director of Sales, Josie Lewis, provided an update on recent sales efforts. In Q2, the Sales team booked 48 meetings, which is expected to generate \$18 million in economic impact. During the same time frame, they attended six trade shows, completed 21 site tours, serviced 48 groups and worked 291 leads. Staff coordinated a day of service for Sales & Marketing Committees to support the Montgomery County Food Bank. Upcoming tradeshows include TSAE New Ideas Conference and IMEX America

Director of Marketing, Ashley White, provided an update on marketing initiatives. In Q2, the Marketing team focused efforts on driving summer travel. Advertising impressions for the quarter were 32.2M, social media impressions were 17.4M and website pageviews were 391K. Recent campaigns included: Summer of Fun, Sunday Nights, Back to School & Houston Restaurant Weeks. Coming up, Marketing has content planned to support: Wine Walk, Fall events & offers, Holiday on The Waterway and a 12 Days of Christmas giveaway. Recent design projects that have been completed are: Visitor's Guide, Elevator Clings at Market Street, Summer issue of *Pathways Magazine*, Destination Signs & more.

11. Executive session;

None.

12. Reconvene in public session;

It was not necessary to reconvene in public session.

13. President's Report;

President Wolda congratulated Director Jennifer Gohagan for being recognized as The Waterway Marriott's General Manager of the Year for her exceptional leadership, and flawless guest service. Visit The Woodlands recently met with the new VP of Marketing for Howard Hughes as well as the new Director of Economic Development for The Woodlands Area Economic Development Partnership. Both conversations centered on partnership and collaboration, laying the groundwork for future initiatives that will support continued growth, economic vitality, and enhanced visibility for The Woodlands as a premier destination.

14. Board announcements;

Director Kim Lowe announced a Songwriters Festival is planned from December 29th to January 1st at The Woodlands Resort, aimed at boosting tourism during a traditionally slow period. The event will feature 20 songwriters, celebrity chefs, and three headliners. The organizers hope this could become an annual cultural tradition, with tickets expected to go on sale soon.

Director Jennifer Gohagan announced the new escalator will be operational by September 15, 2025 at The Woodlands Waterway Marriott.

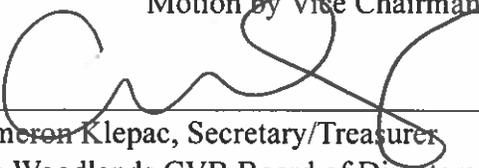
15. Agenda items for next meeting;

None.

16. Adjournment at 2:28 p.m.

Motion to adjourn passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Director Jennifer Gohagan


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

9/22/25
Date