



February 19, 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 February 19, 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
Jenny Taylor, Secretary/Treasurer
Brad Bailey, Director
Jennifer Gohagan, Director
Kim Lowe, Director
Monique Sharp, Director

Absent: Cameron Klepac, 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; Rachael Varner, Content Coordinator; Brooklyn Newell, Social Media Coordinator; Ashley Fenner, Senior Sales Specialist; Ryan Greenwood, Senior Sales Specialist; Julie Quinn, Sales & Servicing Specialist; and Carla Twidell, 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 Linda Nelson, Chairman.

2. Call to order and adoption of Agenda;

The meeting was called to order by Chairman Nelson at 8:31 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 January 16, 2025 Annual Board Meeting;

Motion to approve the January 2025 Minutes passed unanimously.

Motion by Director Brad Bailey, seconded by Secretary/Treasurer Jenny Taylor

Vote: 7-0 Passed

5. Receive, consider and act upon a Service Agreement for 2025 Visitor Services Concierge at Market Street;

Ms. Eddins presented a continuation of Visit The Woodlands' and Market Street's partnership with the Visitor Services Program. The Visitor Kiosk is located at Market Street, and this complimentary resource offers guests the ultimate convenience services, including shopping assistance and promotion of local attractions. This partnership and services of the Visitor Concierge kiosk at Market Street is an annual cost of \$50,250 for 2025.

Motion to approve the 2025 Service Agreement for Visitor Services Concierge at Market Street at an annual cost of \$50,250 passed unanimously.

Motion by Director Brad Bailey, seconded by Secretary/Treasurer Jenny Taylor

Vote: 7-0 Passed

6. Receive, consider and act upon appointments to the Sales Advisory Committee and the Marketing Committee;

Executive Director Elizabeth Eddins reported and presented the Marketing and Sales Committee members for annual approval.

Sales Advisory Committee Members:

- o Embassy Suites

- The Woodlands Waterway Marriot Hotel & Convention Center
- The Woodlands Resort, Curio Collection by Hilton
- The Westin at The Woodlands
- Hyatt Place Houston/The Woodlands
- Hyatt Centric The Woodlands
- Two select-service hotel properties (to be determined)

Marketing Committee Members:

- Visit The Woodlands, Chair
- Market Street The Woodlands
- The Woodlands Mall
- The Woodlands Cynthia Woods Mitchell Pavilion
- The Woodlands Resort
- The Woodlands Waterway Marriott Hotel & Convention Center
- The Woodlands Area Chamber of Commerce
- The Woodlands Township, Parks & Recreation
- The Woodlands Area Economic Development Partnership
- Howard Hughes Corporation
- The Woodlands Arts Council

Motion to approve the renewal of the 2025 Sales and Marketing Committees passed unanimously.

Motion by Director Brad Bailey, seconded by Secretary/Treasurer Jenny Taylor

Vote: 7-0 Passed

7. Receive, consider, and act upon an update to activities related to National Travel & Tourism Week;

Executive Director Elizabeth Eddins gave an update on National Travel & Tourism Week.

National Travel & Tourism Week 2025 will be celebrated in The Woodlands May 4-10, 2025. Activities for 2025 include a Board Proclamation, partner appreciation, social media campaigns, and local activations.

Motion to approve to update activities related to National Travel & Tourism week passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Secretary/Treasurer Jenny Taylor

Vote: 7-0 Passed

8. Receive, consider, and act upon 2025 Marketing and Sales Initiatives;

President Nick Wolda presented the 2025 Marketing & Sales Initiatives and Visit The Woodlands' goals for 2025.

President Wolda highlighted the Marketing Initiatives, Local Awareness & Partner Education, Advocacy, and Business Development & Economic Development.

Director Bailey recommended exploring business travel and Economic Development sales calls. Chairman Nelson discussed working collaboratively with The Woodlands Area Economic Development Partnership as both organizations are working to bring corporate business to The Woodlands.

Motion to accept the 2025 Marketing & Sales Initiatives as presented passed unanimously.

Motion by Director Brad Bailey, seconded by Secretary/Treasurer Jenny Taylor

Vote: 7-0 Passed

9. Receive, consider and approve Staff Initiative Reports;

Executive Director Elizabeth Eddins gave a brief update on staff initiatives. Board members were thanked for their attendance at Taste of The Town. Amber Parsley has onboarded 11 new partners in January alone. Virtual training with RIPE has been given to hotel partners to customize packages.

Director of Sales Josie Lewis provided updates on sales initiatives and are ahead of the pace compared to this time last year. The sales team will have a booth at the Economic Outlook Conference and will be pushing the Backyard Sales Campaign. Visit The Woodlands has a TSAE campaign and created a customized thank-you box for each of its TSAE contacts.

Director of Marketing Ashley White provided updates on marketing initiatives. All of the new advertising with Visit The Woodlands does reflect the new branding. Forty percent of our web traffic came from our paid search meetings campaign, with paid social driving about fifteen percent of overall web traffic. New Rest Well Rack Cards and Dining Rack Cards have been designed. The new *Pathways* edition will be available via mail on March 1, 2025. Visit The Woodlands staff participated in a post in honor of Destination Professionals Day.

Motion to approve the Staff Initiative Report passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Secretary/Treasurer Jenny Taylor

Vote: 7-0 Passed

10. Executive Session;

None.

11. Reconvene in public session;

It was not necessary to reconvene in public session.

12. Receive, consider and act upon a Director's position being vacated;

President Nick Wolda reported the resignation of Secretary/Treasurer Jenny Taylor who has served as a Visit The Woodlands Board Director since 2020. Director Taylor was thanked for her time, ideas, and commitment to Visit The Woodlands.

Motion to accept the letter of resignation for Secretary/Treasurer Jenny Taylor passed unanimously.

Motion by Director Brad Bailey, seconded by Secretary/Treasurer Jenny Taylor

Vote: 7-0 Passed

13. Receive, consider and act upon the election of the Secretary/Treasurer vacancy position on the Board;

Legal Counsel Bret Strong led the Board through the election process of Secretary/Treasurer, and Chairman Nelson nominated Director Cameron Klepac who was subsequently elected by the Directors.

Motion to accept Director Cameron Klepac as Secretary/Treasurer passed unanimously.

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

Vote: 6-0 Passed

14. President's Report;

President Nick Wolda congratulated Julie Quinn on 10 years of service with The Woodlands Township.

15. Board Announcements;

Mrs. Taylor gave final updates on events at Market Street. A Mardi Gras concert will take place on February 26, 2025 and the Rodeo Kickoff Concert on March 8, 2025. For store updates, David Yurman will open later in the year, Local Public Eatery is under construction, replacing La Madeleine. Sur La Table is moving by Woodhouse Day Spa. A courtesy announcement was made that Lake Robbins is scheduled to open on February 27, 2025.

Director Jennifer Gohagan gave an update on the completion of their renovation at The Woodlands Marriott and their new restaurant Acqua is open. M Club opens the week of February 17, 2025. The Marriott will have a customer event in April.

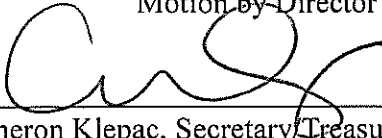
16. Agenda items for next meeting;

None.

17. Adjournment at 9:38 a.m.

Motion to adjourn passed unanimously.

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



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

04/10/25

Date