

**January 16, 2025**

**4:00 p.m.**

**MINUTES OF MEETING**

**ANNUAL 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 January 16, 2025, at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 4:00 p.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  
Cameron Klepac, Director  
Monique Sharp, Director

**Absent:** Kim Lowe, Director

**Staff Present:** Nick Wolda, President; Elizabeth Eddins, Executive Director; Ashley White, Director of Marketing; 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.

**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 Brad Bailey, Chairman.

2. Call to order and adoption of Agenda;

The meeting was called to order by Chairman Bailey at 4:00 p. 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 November 20, 2024, Regular Board Meeting;

Motion to approve the November 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 November 2024;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through November 2024. The year-to-date budgeted revenue is \$3,338,035. Year to date actual is \$3,121,678 for an unfavorable variance of \$259,357. Ms. Shaw stated this is due to the additional hotel occupancy tax not being transferred for CVB's operational expense.

The year-to-date budgeted expenditures is \$3,586,035. Year-to-date actual is \$3,258,446 for a year-to-date favorable variance of \$327,589.

The Hotel Occupancy Tax Deposits for 2024 is \$10,361,258.

The year-to-date budgeted Sales Tax Deposit is \$69,622,316. Year-to-date actual is \$73,743,047. We are under budget by \$1,951,711 for the year. We collected about 1.5 million more than the prior year.

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

Vote: 7-0 Passed

6. Receive, consider and Members Elect the Directors for The Woodlands Convention & Visitors Bureau Board of Directors;

Legal counsel Bret Strong explained the Election of Director and Officer procedures to the Members appointed by The Woodlands Township Board of Directors, which are Brad Bailey, Linda Nelson and Richard Franks.

Bret Strong distributed ballots to the Members appointed by The Woodlands Township Board of Directors. The three Members present elected the following individuals to serve as Directors until the 2026 Annual Meeting: Brad Bailey, Linda Nelson, Richard Franks, Jennifer Gohagan, Cameron Klepac, Kim Lowe, Jenny Taylor and Monique Sharp.

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

Vote: 7-0 Passed

7. Directors Elect Officers for The Woodlands Convention & Visitors Bureau Board of Directors;

Bret Strong explained procedures and distributed ballots to the Directors. The Directors elected Linda Nelson as Chairman, Richard Franks as Vice Chairman, Jenny Taylor as Secretary/Treasurer, and Nick Wolda as President.

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

Vote: 7-0 Passed

8. Receive, consider, and act upon the 2025 legal services for The Woodlands Convention and Visitors Bureau;

President Wolda asked the Board to renew Visit The Woodlands legal services agreement with The Strong Firm. Visit The Woodlands has used The Strong Firm in the past.

Motion to approve the The Strong Firm for The Woodlands Convention and Visitor Bureau's legal counsel for services in 2025 passed unanimously.

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

Vote: 7-0 Passed

9. Receive, consider, and act upon the request to enter into a Customer Relationship Management (CRM) Platform Agreement with Simpleview Inc;

Executive Director Elizabeth Eddins presented the CRM renewal agreement. As Visit The Woodlands primary customer relationship management platform (CRM), Simpleview CRM plays a key role in fulfilling both the organization's mission and goals. This platform allows the Visit The Woodlands team to manage and analyze client interactions, including complete oversight of the sales distribution and tracking process. This platform also allows the Visit The Woodlands team to manage an up-to-date database of partners, website listing, tourism initiatives, and more.

Motion to enter into a 3-year agreement with Simpleview Inc. for a Customer Relationship Management (CRM) License & Support Agreement at an annual cost of \$23,000 passed unanimously.

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

Vote: 7-0 Passed

10. Receive, consider and act upon the 2025 Visit The Woodlands Board of Directors meeting schedule;

President Nick Wolda presented a staff recommended 2025 Board Meeting Schedule to the Board that consisted of 6 Regular and 6 Special meetings with a start time of 8:30 a.m.

Motion to approve 2025 Board Meeting Schedule as presented passed unanimously.

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

Vote: 7-0 Passed

11. Receive, consider and approve Staff Initiative Reports;

Executive Director Elizabeth Eddins gave a brief staff update. Rachael Varner our new Content Coordinator was introduced along with Brooklyn Newell as Social Media Coordinator. Ms. Eddins also gave a sales update. There was great success with TSAE New Ideas and Destination Southwest, and leads are already coming in to staff. Visit The Woodlands has created a customized thank-you box for each of its TSAE contacts. A Backyard Sales Campaign Blitz will be going out on February 11, 2025.

Director of Marketing Ashley White provided updates on marketing initiatives. Visit The Woodlands has kicked off a new hotel map, which will be redesigned. This will be followed by Visitor Guides and Meeting Planner Guide, slated to be done by end of March 2025.

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

Vote: 7-0 Passed

12. Executive Session;

None.

13. Reconvene in public session;

It was not necessary to reconvene in public session.

14. President's Report;

President Nick Wolda thanked the Board for their support and guidance and looks forward to a great 2025 year. President Wolda echoed congratulations to board and staff of achieving over \$10 million in hotel tax sales and emphasized other key metrics including: social media platforms with over 67,000 followers, website page views at 3.7 million, and advertising efforts created 79,587,520 impressions.

Chairman Nelson wanted to thank Director Brad Bailey on all his past efforts with Visit The Woodlands.

15. Board Announcements;

Director Brad Bailey asked staff to consider ways to educate the hotel community on the benefits of creating a tourism economic development zone.

16. Agenda items for next meeting;

None.

17. Adjournment at 4:37 p.m.

Motion to adjourn passed unanimously.

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

  
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Jenny Taylor, Secretary/Treasurer  
The Woodlands CVB Board of Directors

2/19/25  
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Date