



June 18, 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 June 18, 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
Jennifer Gohagan, Director
Noemi Gonzalez, Director
Monique Sharp, Director

Absent: Brad Bailey, Director
Kim Lowe, Director

Staff Present: Nick Wolda, President; Ashley White, Director of Marketing; Andrea Day, Creative Media Coordinator; Brooklyn Newell, Social Media Coordinator; Rachael Varner, Content Coordinator; Ashley Fenner, 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 Jenny Carattini-Wright, The Woodlands Arts Council Executive Director.

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 Jennifer Gohagan

Vote: 6-0 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 Carattini-Wright presented a follow-up report of The Woodlands Waterway Arts Festival that took place April 11, 12, & 13, 2025. There were 191 artists in attendance. The Waterway Arts Festival had 36 generous sponsors, including 7 new sponsors and 11 food vendors. Books on the Green hosted 8 authors and 3,000 kids experienced hands-on process-oriented projects at Artopoly, a partnership with The Woodlands Children's Museum. About 20,000 attendees were calculated.

Marketing results for The Woodlands Waterway Festival had paid advertising with 4.9 million impressions from digital, broadcast, print and social media campaigns. Non-paid publicity brought 4.37 million potential audience from unpaid articles. \$6.5 million is estimated in total Economic Impact.

Next upcoming event is Young Makers Market a partnership with Market Street and 54 students from CISD will be presenting their art on September 6, 2025. The Texas Fine Craft Show is partnered with The Woodlands Waterway Marriott and will host 60 artists from September 26, 27, & 28, 2025. The Woodlands Waterway Arts Festival will be held on April 10, 11, and 12, 2026.

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

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

Vote: 6-0 Passed

5. Receive, consider and approve minutes from the May 21, 2025 Annual Board Meeting;

Motion to approve the May 2025 Minutes passed unanimously.

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

Vote: 6-0 Passed

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

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through April 2025. The year-to-date budgeted revenue is \$1,240,959. Year to date actual is \$1,446,132 for a favorable variance of \$205,173.

The year-to-date budgeted expenditure is \$1,240,959. The year-to-date actual is \$1,446,132 for a year-to-date unfavorable variance of \$(205,173). The unfavorable variance is due to timing difference in expenditures.

The Hotel Occupancy Tax Deposits through May were presented. The year-to-date budget is \$4,253,756. Year-to-date actual is \$4,247,813 for a year-to-date unfavorable variance of (\$5,943) through the month of May.

The year-to-date budgeted Sales Tax Deposit through June is \$39,196,641. Year-to-date actual is \$41,358,050 for a year-to-date favorable variance of \$2,161,409. Comparing 2024 revenue to 2025 revenue, The Township has collected approximately 3.6 million additional dollars.

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

Motion by Director Jennifer Gohagan, seconded by Director Noemi Gonzalez

Vote: 6-0 Passed

7. Receive, consider and act upon changing the August 2025 Meeting Time;

President Nick Wolda suggested to change the August 20, 2025 meeting from 8:30 a.m. to 11:30 a.m. due to the upcoming Township Budget Workshops.

Motion to approve the August 2025 Visit The Woodlands meeting with a start time of 11:30 a.m. passed unanimously.

Motion by Vice Chairman Richard Franks, seconded by Director Cameron Klepac

Vote: 6-0 Passed

8. Receive, consider and act upon the issuance of an RFP to study future opportunities of meeting space and hotels in The Woodlands;

President Nick Wolda discussed seeking proposals to look at hotel offerings and convention space in The Woodlands. Mr. Wolda asked the board to approve an RFP process to determine interest in the market to conduct a hotel study with expanded meeting space.

Motion to authorize staff to issue and RFP as presented and bring back a recommended vendor to the August 2025 Board meeting passed unanimously with the exception of one abstention -- Director Jennifer Gohagan.

Motion by Vice Chairman Richard Franks, seconded by Director Noemi Gonzalez

Vote: 6-0 Passed

Director Gohagan abstained.

9. Receive, consider and approve Staff Initiative Reports;

Marketing Director Ashley White provided an update on marketing initiatives. Mrs. White thanked everyone who attended the Vonlane launch party at The Woodlands Waterway Marriott. The Marketing team recently hosted the Chicago White Sox to create content for a social media collaboration to showcase The Woodlands to a new audience. In-house asset development has increased, with the Marketing team producing both photography and video content, focusing on waterfront dining and hotel partners. To help drive summer travel, Visit The Woodlands is launching a Summer of Fun Campaign featuring weekly giveaways and incentivizing hotel bookings on the website with a complimentary \$25 gift card. Visit The Woodlands now offers a Yiftee gift card program redeemable at local restaurants, attractions and retailers.

President Nick Wolda provided an update on sales initiatives on behalf of the sales team. Overview of sales numbers year to date include 216 leads, 33 booked groups, and 18 groups serviced. June overview of sales efforts includes 4 tradeshow including EISI OGE Tradeshow, CVENT Connect, MPI World Education Congress Hosted Buyer Program, and HelmsBriscoe Annual Business Conference. Upcoming shows include TSAE New Ideas Conference and American Society of Association Executives (ASAE) Booth Buildout and Presence.

Motion by Director Jennifer Gohagan, seconded by Director Cameron Klepac

Vote: 6-0 Passed

10. Executive Session;

The Board recessed to Executive Session at 9:02 a.m.

11. Reconvene in public session;

The Board reconvened in public session at 9:33 a.m.

12. Receive, consider and act upon an update of The Woodlands Tourism Economic Development Zone;

Chairman Linda Nelson stated no action on this Agenda item.

13. President's Report;

President Nick Wolda gave an update on upcoming 4th of July activities in The Woodlands.

14. Board announcements;

None.

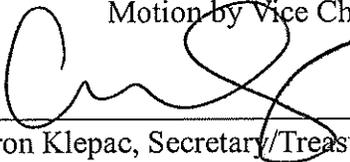
15. Agenda items for next meeting;

None.

16. Adjournment at 9:36 a.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

8/20/25

Date