



May 21, 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 May 21, 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
Jennifer Gohagan, Director
Noemi Gonzalez, Director
Kim Lowe, Director
Monique Sharp, 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; Ashley Fenner, Senior Sales Specialist; Ryan Greenwood, Senior Sales Specialist; Julie Quinn, Sales & Servicing Specialist; and Rachael Varner, Content Coordinator.

Attendees: Michell Ochoa, The Woodlands Township Help Desk Analyst; Hilary Madison, Township Director of Finance; and Bret Strong, Legal Counsel.

1. Pledge of Allegiance;

Led by Jennifer Gohagan, Director.

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: 8-0 Passed

3. Public Comment;

None.

4. Receive, consider and approve minutes from April 16, 2025 Annual Board Meeting;

Motion to approve the April 2025 Minutes passed unanimously.

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

Vote: 8-0 Passed

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

Hilary Madison, Township Director of Finance, delivered the Financial Report through March 2025. The year-to-date budgeted revenue is \$922,909. Year to date actual is \$1,094,241 for a favorable variance of \$171,332.

The year-to-date budgeted expenditures is \$922,909. Year-to-date actual is \$1,094,241 for a year-to-date unfavorable variance of \$(171,332). The unfavorable variance is due to timing difference in expenditures of marketing, strategic partnerships, and convention sales.

The Hotel Occupancy Tax Deposits through April were presented. The year-to-date budgeted is \$3,194,356. Year-to-date actual is \$3,255,082 for a year-to-date favorable variance of \$60,726 through the month of April.

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

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

Vote: 8-0 Passed

6. Receive, consider and act upon the First Amendment to the 2025 Service Agreement between The Woodlands Convention & Visitors Bureau and The Woodlands Township (C-2025-0064A);

President Nick Wolda opened the discussion with the overview of the Service Agreement between both organizations. A request to place branded signage on Township elevators

was suggested by Director Brad Bailey at the April Board of Directors meeting. To accomplish this initiative, both organizations need to amend the service agreement. Ashley White, Director of Marketing, discussed locations of the Township elevators and presented the proposed artwork.

Motion to approve with second the First Amendment to the 2025 Service Agreement between The Woodlands Convention & Visitors Bureau and The Woodlands Township to include approval to place branded signage on Township elevators and the presented artwork passed unanimously.

Motion by Director Brad Bailey, seconded by Director Jennifer Gohagan

Vote: 8-0 Passed

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

President Nick Wolda presented the proposed 2026 budget which staff presented at \$3,879,222 which is less than the \$3,976,572 budget for 2025. It is important to note this budget does not include an increase in salaries and benefits as that cost has not been determined. President Wolda tied the Budget to several internal goals including the total collection of hotel occupancy tax, social media numbers, marketing impressions and other categories. President Wolda said that staff thoroughly looked at each budget line item and discussed merits of each and whether they were appropriate levels. Chairman Linda Nelson asked staff to add in a cost of \$65,000 for a Visit The Woodlands vehicle to use for meeting planners.

Motion to approve the proposed 2026 Budget as presented for Visit The Woodlands staff to input into The Woodlands Township passed unanimously.

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

Vote: 8-0 Passed

8. Receive, consider and approve Staff Initiative Reports;

Executive Director, Elizabeth Eddins, provided an update on tourism initiatives which included the launch of Vonlane, a luxury motorcoach service. Daily routes between The Woodlands and Dallas will start on June 13. The Woodlands Waterway Marriott will service as the terminal location and booking is available now. Ms. Eddins also provided a recap of National Travel & Tourism Week efforts, including a pop-up event at Market Street and the first annual Tourism Hospitality Awards. Other tourism initiatives included Highlights from IRONMAN Village and insights from April Events.

Director of Marketing, Ashley White, provided an update on marketing initiatives related to April Events including The Woodlands Waterway Arts Festival, Memorial Hermann IRONMAN Texas and The Chevron Championship. Mrs. White explained how Visit The Woodlands marketed and promoted these events which included paid advertising, social media, dedicated event websites and public relations efforts. She also provided examples of photo assets that were created for archival and promotional use.

Director of Sales, Josie Lewis, provided an updated on sales initiatives. Overview of sales

numbers year to date include 186 leads, 28 booked groups, and 17 groups serviced, along with 13 site tours. Sales team hosted 5 association planners for the TSAE Open event in Austin. Q2 Sales advisory workshop meeting coming up. 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.

Motion to approve the Staff Initiative Report passed unanimously.

Motion by Director Jennifer Gohagan, seconded by Director Brad Bailey

Vote: 8-0 Passed

9. Executive Session;

The Board recessed to Executive Session at 9:27 a.m.

10. Reconvene in public session;

The Board reconvened in public session at 10:00 a.m.

11. Receive, consider and act upon issuing an RFP to study the need for additional hotels and expanded meeting space;

President Nick Wolda discussed seeking proposals to take a 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.

A motion to authorize staff to issue an RFP to determine the need for additional hotels and expanded meeting space with unanimously approved.

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

Vote: 8-0 Passed

12. President's Report;

None.

13. Board Announcements;

None.

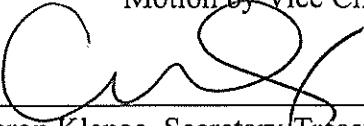
14. Agenda items for next meeting;

None.

15. Adjournment at 10:04 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

06/18/25

Date