



November 20, 2024

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 November 20, 2024, 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: Brad Bailey, Chairman
Linda Nelson, Vice Chairman
Richard Franks, Secretary/Treasurer
Jennifer Gohagan, Director
Monique Sharp, Director
Kim Lowe, Director
Jenny Taylor, Director

Absent: Cameron Klepac, Director

Staff Present: Nick Wolda, President; Elizabeth Eddins, Executive Director; Josie Lewis, Director of Sales; Ashley White, Director of Marketing; Amber George, Tourism Specialist; Andrea Day, Creative Media Coordinator; 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; Tara Vasovic-Frederick, and Corrine Saha, Adcetera Design Studio, Inc Agency Representatives.

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 8:34 a. 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 August 14, 2024, Regular Board Meeting;

Motion to approve the August 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 October 2024;

Kellan Shaw, Township Chief Financial Officer, delivered the Financial Report through October 2024. The year-to-date budgeted revenue is \$3,026,028. Year to date actual is \$2,714,843 for an unfavorable variance of \$311,185. Ms. Shaw stated this is due to the additional hotel occupancy tax not being transferred for CVB's operational expense due to the supplemental tax being higher than budgeted.

The year-to-date budgeted expenditure is \$3,231,028. Year-to-date actual is \$2,851,699 for a year-to-date favorable variance of \$379,329.

The Hotel Occupancy Tax Deposits has a year-to-date budgeted at \$8,186,050. Year-to-date collected \$8,449,794 for a year-to-date favorable variance of \$263,744. Comparing 2023 to 2024 is about 7.6% more at \$595,362. Ms. Shaw stated if we stay within the budget, we should exceed the \$10 million mark.

The year-to-date budgeted Sales Tax Deposit is \$69,622,316. Year-to-date actual is \$67,865,332 for a year-to-date unfavorable variance of \$1,756,984. Comparing 2023 revenue to 2024 revenue, The Township has collected approximately 1.2% additional sales tax revenue or \$806,800.

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

Vote: 7-0 Passed

6. Receive, consider and act upon an Amendment to the 2025 Service Agreement between The Woodlands Convention & Visitor's Bureau and The Woodlands Township;

President Nick Wolda presented the 2025 Service Agreement in place between The Woodlands Convention & Visitors Bureau (dba Visit The Woodlands) and The Woodlands Township. The Service Agreement, which names Visit The Woodlands as the official destination marketing and management organization of The Woodlands, states specific

deliverables to The Woodlands Township. Annually, the Agreement outlines the services to be provided by each party and defines the Townships' funding requirements for the budget year. The Woodlands Township Board of Directors will receive the agreement at its December 4, 2024 meeting.

Motion to approve the 2025 Service Agreement between The Woodlands Convention & Visitors Bureau and The Woodlands Township passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Kim Lowe

Vote: 7-0 Passed

7. Receive, consider, and act upon the Fifth Amendment to the Host Venue Sponsorship Agreement with the World Triathlon Corporation any associated Agreements with The Woodlands Township;

President Wolda presented a motion for the Board to approve the extension of its agreement with the World Triathlon Corporation for the production of the Memorial Hermann IRONMAN Texas in The Woodlands through 2030. The Fifth Amendment acknowledges the removal of The Woodlands Township from the Host Venue Sponsorship Agreement. Here are the dates in the Agreement:

IRONMAN EVENT DATES

- April 18, 2026
- April 24, 2027
- April 22, 2028
- April 28, 2029
- April 27, 2030

IRONKIDS EVENT DATES

- April 11, 2026
- April 17, 2027
- April 15, 2028
- April 21, 2029
- April 20, 2030

Motion to approve the Host Venue Sponsorship Agreement with the World Triathlon Corporation and a Facilities Agreement with The Woodlands Township through 2030 passed unanimously.

Motion by Director Jennifer Gohagan, seconded by Director Jenny Taylor

Vote: 7-0 Passed

8. Receive, consider, and act upon the 2025 staff tradeshow, travel and participation in support of Sales, Marketing, and Tourism efforts outside of The Woodlands;

Executive Director Elizabeth Eddins presented the 2025 Travel and Tradeshow Schedule to the Board. This travel is essential to positioning and promoting The Woodlands as a premier destination for meetings and leisure. Ms. Eddins requested flexibility on the presented schedule as not all dates have been announced and may not be conducive to schedules that are already put in place. The schedule was divided up into Convention

Sales and Tradeshow, Domestic Media & PR Missions, International Media & PR Missions and Advocacy & Education.

Motion to approve the presented 2025 Travel & Tradeshow Schedule as presented passed unanimously.

Motion by Director Kim Lowe, seconded by Vice Chairman Linda Nelson

Vote: 7-0 Passed

9. Receive, consider, and act upon the 2025 Media Placement Plan;

Tara Vasovic-Frederick and Corrine Saha with Adcetera, presented the 2025 Media Plan. Visit The Woodlands Agency of Record, Adcetera has placed creative campaigns across numerous channels, targeting both domestic and international leisure travelers as well as meeting planners and businesses. The 2025 Media Placement Plan targets essential advertising placements, budget allocations, audience and target markets, and campaigns and activations.

Motion to approve the 2025 Media Placement at cost not to exceed \$650,000 passed unanimously.

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

Vote: 7-0 Passed

10. Receive, consider and act upon the establishment of the 2025 annual meeting date;

President Nick Wolda presented a staff recommended annual meeting date of Tuesday, January 14, 2025 at 11:30 a.m.

Due to not all Board being available, Vice Chairman Linda Nelson recommended Tuesday, January 21, 2025 at 11:30 a.m.

Motion to approve the establishment of the 2025 annual meeting date of January 21, 2025 at 11:30 a.m. passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jennifer Gohagan

Vote: 7-0 Passed

11. Receive, consider and act upon the request to enter into a Website Content Management System License Agreement with Simpleview Inc;

Marketing Director Ashley White gave an update Visit The Woodlands is currently in a 5-year agreement with Simpleview, Inc. for website content management system (CMS) license and services. Visit The Woodlands would like to renew the agreement for an additional 5-year term.

Motion to approve the request to enter into a five-year Website Content Management System License Agreement with Simpleview Inc at an annual cost not to exceed \$65,000 passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jennifer Gohagan

Vote: 7-0 Passed

12. Staff Initiative reports;

Executive Director Elizabeth Eddins gave a brief overview of Visit The Woodlands Quarterly Report and gave a staff update. Amber George has accepted the role of Tourism Specialist for Visit The Woodlands. Andrea Day was introduced as our new Creative Media Coordinator.

Sales Director Josie Lewis gave a sales update and gave a follow up on TSAE New Ideas Conference that was here in The Woodlands back in September. The Sales Team will be heading to Austin for TSAE Celebration Luncheon for an activation and will be hosting a table of clients.

Ashley White Director of Marketing provided updates on marketing initiatives. She provided updates on advertising spend, traffic overview, and social media with great collaboration like the Montgomery County Food Bank. Jon Pardi's PR team reached out for a backstage tour and collaboration with hotel stays.

Motion by Director Jenny Taylor, seconded by Director Jennifer Gohagan

Vote: 7-0 Passed

13. Executive Session;

None.

14. Reconvene in public session;

It was not necessary to reconvene in public session.

15. President's Report;

President Nick Wolda congratulated Josie Lewis for receiving the Texas Travel Rising Star Award for 2024. Ashley Fenner is the October Meeting Professional International (MPI) Houston Area Chapter (HAC) Volunteer of the Month.

16. Board Announcements;

Director Jenny Taylor announced the Market Street Annual Tree Lighting on Thursday, November 21, 2024. Hugo Boss will be opening soon, by Saturday and Thomas Markle should be fully relocated and be open shortly after Thanksgiving.

Director Gohagan gave a hotel renovation update, and The Woodlands Waterway Marriot will have a new restaurant, bar and lobby that will be completed in January of 2025.

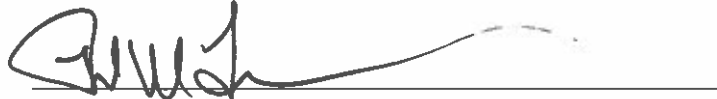
17. Agenda items for next meeting;

None.

18. Adjournment at 9:32 a.m.

Motion to adjourn passed unanimously.

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



Richard Franks, Secretary/Treasurer
The Woodlands CVB Board of Directors

16 January 2025
Date