



December 14, 2022
11:30 a.m.
MINUTES OF MEETING
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 December 14, 2022 at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 11:30 a.m. The roll was called and those in attendance were:

Present: Brad Bailey, Chairman
Fred Domenick, Vice Chairman
Richard Franks, Secretary/Treasurer
Linda Nelson, Director
Monique Sharp, Director
Cameron Klepac, Director
Jenny Taylor, Director

Staff Present: Bret Strong, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Assistant Director; Ashley White, TWCVB Brand Development Manager; Josie Lewis, TWCVB Convention Development Manager; Nick Wolda, President; Ashley Fenner, TWCVB Convention Development Specialist; Mary Murphy, Tourism Specialist; Julie Quinn, Servicing Specialist; Gabby Pena, TWCVB Administrative Analyst

1. Pledge of Allegiance;
Led by Fred Domenick, Secretary/Treasurer.
2. Call to order and adoption of Agenda;
The meeting was called to order by legal counsel at 11:34 a.m., and a motion to adopt the meeting Agenda passed unanimously. The Members elected 2022 Secretary/Treasurer Fred Domenick to lead the meeting until the 2023 Chair was elected.
3. Public Comment;
Ana Cosio, Bruce Rieser

4. Members Elect the Directors for The Woodlands Convention & Visitors Bureau Board of Directors;
Bret Strong, Legal Counsel explained the process for the election of Directors and Officers appointed by The Woodlands Board of Directors, which are Brad Bailey, Linda Nelson, and Richard Franks.

Mr. Strong distributed ballots to the Members appointed by The Woodlands Township Board of Directors. The three Members elected the following individuals to serve as Directors until the 2023 Annual Meeting: Brad Bailey, Linda Nelson, Richard Franks, Fred Domenick, Cameron Klepac, Monique Sharp and Jenny Taylor.

5. Directors Elect Officers for The Woodlands Convention & Visitors Bureau;
Bret Strong explained procedures and distributed ballots to the Directors. The Directors elected Brad Bailey as Chairman, Fred Domenick, as Vice Chairman Richard Franks as Secretary/Treasurer, and Nick Wolda was elected as President.
6. Consider and approve the Financial Report through October 2022;
Kellan Shaw, Township Director of Finance, delivered the Financial Report. At the end of the third quarter, actual revenues totaled to \$1,779,507 compared to a \$2,080,501 budget, resulting in an unfavorable variance of (\$330,994). The Supplemental hotel tax revenue showed a favorable variance of \$235,710, offset by an unfavorable variance in operating transfers of (\$571,325). This unfavorable variance in operating transfers was due to the Township transferring less funds to Visit The Woodlands due to the supplemental hotel tax revenue being higher than anticipated and expenditures less than budgeted.

The Actual Expenditures at the end of the third quarter totaled \$1,851,772 compared to budgeted expenditures of \$2,080,501. The favorable variance of \$228,729 is attributable primarily due to timing differences of line items within the budget, lower than budgeted contract services, and a savings in salaries and benefits due to open positions earlier in the year.

As of October 31, 2022, the undesignated fund balance for Visit The Woodlands was \$1,302,929.

Chairman Bailey asked what the length of time between someone staying in our hotel and the Township receiving the hotel tax. Ms. Shaw said that it was one month.

Motion to approve the Financial Report through October 2022 passed unanimously.

7. Receive, consider and act upon a Service Agreement between The Woodlands Convention & Visitors Bureau, known as Visit The Woodlands, and The Woodlands Township;

President Wolda said Visit The Woodlands and The Woodlands Convention and Visitors Bureau operates under a yearly Service Agreement. Visit The Woodlands is the official Destination Management and Marketing Organization for The Woodlands Township.

The 2023 Service Agreement between The Woodlands Convention and Visitors Bureau and The Woodlands Township was approved by the Township Board on December 7, 2022.

Motion to approve the 2023 Service Agreement passed unanimously.

8. Receive, consider, and act upon a briefing of the Marketing and Sales efforts for 2023;

Executive Director Elizabeth Eddins talked about Visit The Woodlands Advocacy and Strategic Partnerships and said Visit The Woodlands is the title sponsor for Taste of the Town for 2023. She also talked about the International Travel missions to the UK, USTA, and San Miguel de Allende. She also talked about how Visit The Woodlands will be looking to renew a partnership with Market Street to continue to have the Visitor Kiosk there at the property.

Ms. Eddins announced major events in 2023, including the Chevron Classic LPGA Championship, The Cynthia Woods Mitchell Pavilion 2023 season, The Memorial Hermann IRONMAN Texas, which is also the Americas Championship, The Woodlands Waterway Arts Festival, and Lighting of the Doves.

Josie Lewis, Director of Sales, gave a recap of the 2022 hosted familiarization client events. This included the TSAE Board of Directors Retreat, Meeting Professionals International (MPI) Houston Area Chapter(HAC) Board of Directors Retreat, and the MPI HAC Educational luncheon hosted at The Woodlands Waterway Marriott with a reception directly following at Kirby Ice House, and other events.

Mrs. Lewis shared the importance of partner development, specifically within the sales teams, across the 14 hotel properties in The Woodlands. A few examples of ways that the sales team develops positive partnerships is through the Sales Advisory Committee, partner appreciation events, holiday partner pop-ins, and monthly hotel partner meetings.

Mrs. Lewis shared the 2022 sales and servicing numbers, an overview of leads developed within the year and business booked as a direct reflection of the sales program. Part of the ability to increase booked business and lead distribution was attributed to increasing the size of the Sales team from 2 team members to 3.

Mrs. Lewis congratulated Julie Quinn on joining the team and mentioned her oversight of the newly developed Rest Well Medical Rate Program, development of the Supplier Directory, and the increase in participation for the Show Your Badge program.

In 2023, the sales team is welcoming multiple important industry events to The Woodlands, including the MPI Night Among the Stars Gala, a Global Meetings Industry Day Activation, and Connect Texas 2023.

Ashley White, Marketing Director, gave a recap of Marketing efforts in 2022. Mrs. White oversaw a 5-day photo/video shoot in May which showcased local hospitality partners with 20 crew members and 45 talent members. In Q4, Visit The Woodlands rolled out updated advertising reflecting the new photography and videography.

Mrs. White discussed 2022 website accomplishments, including 777K goal completions with 164K engaged users, 21K partner referrals, and 16K hotel bookings. Other website highlights for the year included launching the Spanish microsite as well as several other microsites and landing pages to showcase signature event in The Woodlands, such as Taste of the Town. The Marketing Department set up Google Analytics 4 (GA4) to ensure no loss of data following Google's conversion, which will take place in 2023.

In 2022, Visit The Woodlands introduced the Social Ambassador Program, highlighting local influencer, Sincerely Karin. With guidance from the Marketing Department, the Ambassador Program produces monthly content for Visit The Woodlands which has led to an increase in social engagement and conversions.

Media/PR Efforts for 2022 included a media mission in partnership with Travel Texas along

with media assistance to KPRC and other local media outlets. The Marketing Department garnered media coverage for The Woodlands in several publications including: Texas Meetings+Events, Texas Monthly, Houstonia, the Texas Meeting Planners Guide, Smart Meetings and others.

In 2022, the Marketing Department worked with Madden Media to launch Voyage+, a Destination Intelligence Platform that provides insights on marketing performance, hotel and lodging data as well as visitor profile information. Mrs. White discussed the benefits of Voyage+ and the detailed data that it provides.

Vice Chairman Domenick said that the industry has experienced a lot of upticks. He made note that both The Woodlands Waterway Marriott and The Woodlands Resort have had rooms offline with renovations and that it was impressive for The Woodlands to see such great hotel tax collections despite this. He acknowledged the efforts of Visit The Woodlands in this success.

Director Taylor echoed the same, stating that Market Street has continued to see an increase in retail sales and thanked the staff for their work this past year.

Chairman Bailey shared his thoughts on the importance of marketing locally to help business, residents and other partners understand the value of travel and tourism.

9. Receive, consider and act upon the 2023 Visit The Woodlands Board of Directors Meeting Schedule;

President Nick Wolda presented the 2023 Visit The Woodlands Board of Directors Meeting Schedule.

The Woodlands Convention and Visitors Bureau will conduct the following meeting dates for 2023 with the addition of proposed special meeting dates, if necessary.

The Board discussed a change in time for when the meetings will be held. It was decided to change the time from 11:30 a.m. to 8:30 a.m.

Motion to approve the 2023 Visit The Woodlands Board of Directors Meeting Schedule passed unanimously.

10. Staff Initiative Reports;

N/A

11. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;

12. Reconvene in public session;
Reconvened in public session at 1:02 p.m.

13. President's Report;

President Nick Wolda congratulated the new Board Members. He also wanted to wish The Woodlands Waterway Marriott on their 20th Anniversary. He also congratulated three new staff members who have achieved Certified Tourism Ambassador status: Amber George, Mary Murphy, and Julie Quinn.

14. Board Announcements;

Director Cameron Klepac followed up on her announcement from the October meeting and shared that The Cynthia Woods Mitchell Pavilion exceeded half a million visitors for the 2022 season.

Director Jenny Taylor shared that Market Street is expecting several new store openings at the beginning of 2023, with the exception of Breitling, which should be opening this month. Market Street Central Park will have live music every night from now until the end of the year.

Chairman Bailey shared that he was looking forward to working with the Board and staff in promoting The Woodlands for business and travel in 2023.

15. Agenda items for next meeting;

None.

16. Adjournment at 1:05 p.m.

Motion to adjourn passed unanimously.

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

Date