



July 19, 2023

8:30 a.m.

MINUTES OF MEETING

BOARD OF DIRECTORS SPECIAL 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 July 19, 2023, 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
Fred Domenick, Vice Chairman
Richard Franks, Secretary/Treasurer
Linda Nelson, Director
Monique Sharp, Director
Jenny Taylor, Director

Absent: Cameron Klepac, Director

Staff Present: Elizabeth Eddins, Executive Director; Josie Lewis, Sales Director; Nick Wolda, President, Visit The Woodlands; Julie Quinn, Sales & Servicing Specialist; Ashley Fenner, Senior Sales Specialist; Gabby Pena, Administrative Analyst

Attendees: Brian Albert, Legal Counsel, Chris Nunes, The Woodlands Township Chief Operating Officer, Quentin Durgan, The Woodlands Township Help Desk Analyst, Cynthia Armatys, The Woodlands Township Executive Assistant

1. Pledge of Allegiance;

- Led by Chairman Brad Bailey

2. Call to order and adoption of Agenda;

- The meeting was called to order at 8:32 a.m., and a motion to adopt the meeting Agenda passed unanimously.

Motion by Vice Chairman Fred Domenick, seconded by Secretary/Treasurer Richard Franks

Vote: 6 - 0 Passed

3. Public Comment;
 - None.
4. Receive, consider and act upon the recognition of Vice Chairman Fred Domenick's Retirement;
 - Board members and staff congratulated Mr. Domenick on his retirement from The Woodlands Waterway Marriott as General Manager.
5. Consider and approve Minutes from the Special Board Meeting on May 17, 2023;
 - Motion to approve the Minutes as read passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Linda Nelson

Vote: 6 - 0 Passed

6. Receive, consider, and approve the Financial Report through May 2023;
 - Kellan Shaw, Township Director of Finance, delivered the Financial Report. At the end of May, actual revenues totaled to \$1,456,672 compared to a \$1,239,681 budget, resulting in a favorable variance of \$216,991. The Supplemental hotel tax revenue showed a favorable variance of \$93,023, and there was also a favorable variance in operating transfers of \$112,788. The favorable variance in operating transfers related to the Township transferring more supplemental tax to Visit The Woodlands than budgeted due to expenditures being higher than budgeted due to timing.
 - The Actual Expenditures at the end of May totaled \$1,456,672, compared to budgeted expenditures of \$1,239,681. The unfavorable variance of \$216,991 is primarily attributed to timing differences of line items within the budget.
 - As of May 31, 2023, the undesignated fund balance for Visit The Woodlands was \$1,235,799.
 - Motion to approve the Financial Report through May 2023 passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Vice Chairman Fred Domenick

Vote: 6 - 0 Passed

7. Receive, consider, and act upon an update on Staff Initiatives;
 - President Nick Wolda told the Board that the next issue of #SoWoodlands was sent out and to be expecting it in the mail. He also mentioned that the RFP for Design Purposes and Media Buying is posted for bids.
 - Josie Lewis, Director of Sales, stated The Woodlands will be hosting 400 people from the Texas Society of Association Executives in 2024 at The Woodlands Resort. She and Elizabeth Eddins attended the Texas Firefighters Association conference in El Paso for a bid presentation to bring the conference to The Woodlands in 2025, which was won. Ashley Fenner will be attending CVENT Connect in July. Julie Quinn has been busy keeping up with multiple servicing requests happening until the end of the year.
 - Motion to approve Staff Initiatives passed unanimously.

Motion by Director Jenny Taylor, seconded by Director Linda Nelson

Vote: 6 - 0 Passed

8. 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;
 - Recess to Executive Session at 8:50 a.m.
9. Reconvene in public session;
 - Reconvene from Executive Session at 9:16 a.m.
10. Receive, consider and act upon marketing activities related to the 2023-24 holiday season in The Woodlands;
 - President Wolda announced that Visit The Woodlands is working on holiday packaging with hotel properties.
 - Chairman Bailey mentioned that he has been working with Township staff on new projects and events for the holiday season and having Visit The Woodlands play a role in enhancing holiday attractions.
 - Motion to allot \$150,000 from Visit The Woodlands fund balance to use towards holiday activities and economic stimulus passed unanimously.
11. President's Report;
 - President Nick Wolda congratulated Fred Domenick on his retirement from The Woodlands Waterway Marriott and for his participation on Visit The Woodlands Board of Directors. He also congratulated Julie Quinn, Sales & Servicing Specialist, on becoming a United States citizen.
12. Board Announcements;
 - Director Jenny Taylor announced that *The Audrey* restaurant and *Reel Luxury Cinemas* have opened this month at Market Street. There are several Barbie activations around Market Street for photo opportunities.
13. Agenda items for next meeting;
 - None.
14. Adjournment;
 - Motion to adjourn passed unanimously.

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

Vote: 6 - 0 Passed



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

8/16/23

Date