



**November 15, 2023**

8:30 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 November 15, 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  
Jennifer Gohagan, Vice Chairman  
Richard Franks, Secretary/Treasurer  
Cameron Klepac, Director  
Linda Nelson, Director  
Monique Sharp, Director  
Jenny Taylor, Director

**Staff Present:** Kelly Sullivan, Legal Counsel; Nick Wolda, President; Elizabeth Eddins, Executive Director; Ashley White, Marketing Director; Josie Lewis, Sales Director; Mary Murphy, Public Relations Coordinator; Julie Quinn, Servicing Specialist; Amber George, Communications Coordinator; Ashley Fenner, Senior Sales Specialist; Gabby Pena, Administrative Analyst

**Attendees:** Dana Lemons, The Woodlands Township Help Desk Analyst, William Pham, The Woodlands Township Chief Technology & Innovation Officer, Angela Branch, The Woodlands Township Director of Human Resources, Kellan Shaw, The Woodlands Township Director of Finance

1. Pledge of Allegiance;

Led by Chairman Brad Bailey.

2. Call to order and adoption of Agenda;

The meeting was called to order at 8:46 a.m., and a motion to adopt the meeting Agenda passed unanimously.

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

**Vote: 7 - 0 Passed**

3. **Public Comment;**

None.

4. **Consider and approve Minutes from the October 2023 Regular Board Meeting;**

Motion to approve the Minutes as read passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Cameron Klepac

**Vote: 7 - 0 Passed**

5. **Consider and approve Financial Report through September 2023;**

Kellan Shaw, Township Director of Finance, delivered the Financial Report. At the end of September, year-to-date revenues totaled \$2,407,186, compared to a \$2,538,620 budget, resulting in an unfavorable variance of \$131,434. The supplemental hotel tax revenue showed a favorable variance of \$119,753, and there was a favorable variance in interest income. There was an unfavorable variance in operating transfers of \$272,585. The unfavorable variance was a result of The Woodlands Township transferring less supplemental tax to Visit The Woodlands than budgeted due to expenditures being less than budgeted.

The year-to-date expenditures at the end of September totaled \$2,407,186, compared to budgeted expenditures of \$2,598,620.

As of September 30, 2023, the undesignated fund balance for Visit The Woodlands was \$1,235,799.

Motion to approve the Financial Report through September 2023 passed unanimously.

Motion by Director Jenny Taylor, seconded by Director Linda Nelson

**Vote: 7 - 0 Passed**

6. **Receive, consider and act upon staff initiatives;**

Executive Director Elizabeth Eddins thanked the Board and partners for supporting Visit The Woodlands with Connect Texas. Staff showed a recap video of the event that showcased the 9 Wanders of The Woodlands. Visit The Woodlands has received seven leads so far from this event which represents 6,241 rooms. Two of the leads came from the marketing and promotion of the event and five directly from the event. The 9 Wanders of The Woodlands will be a convention promotion campaign used throughout 2024.

Sales Director Josie Lewis extended an additional thank you. Mrs. Lewis informed the Board that it is very rare to be only a few weeks out of an event and already have received seven leads. The Sales Team has already followed up with all attendees and appointments to continue to receive more leads and interest.

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

**Vote: 7 - 0 Passed**

7. Receive, consider and act upon Cvent Supplier Partnership renewal to include two-year agreement;

Director of Sales Josie Lewis informed the Board that Cvent is the industry standard for how leads are distributed within the industry and requested that the Board allow Visit The Woodlands to enter into another two-year agreement with this vendor. This platform allows planners to research different areas to find a place that fits their client's needs.

Vice Chairman Jennifer Gohagan asked if the pricing is comparable to what it has been in the past. Mrs. Lewis said that this year pricing is staying static due to adjustments made to the way Visit The Woodlands is being listed on the Cvent website.

Motion to renew the two-year agreement with Cvent Suppliers which amounts to \$67,758.44 passed unanimously.

Motion by Vice Chairman Jennifer Gohagan, seconded by Director Jenny Taylor

**Vote: 7 - 0 Passed**

8. Recessed 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;

Recessed at 9:07 a.m.

9. Reconvened in public session at 10:03 a.m.

10. Receive, consider and act upon relocation of staff offices;

No action taken at this time.

11. Receive, consider and act upon the approval of a Service Plan for the potential creation of The Woodlands Tourism Economic Development Zone;

President Wolda presented the Proposed Service Plan to the Board and is seeking approval for the plan.

Chairman Bailey said that the Board members reviewed the plan in Executive Session.

Vice Chairman Jennifer Gohagan said that this is a very comprehensive plan, and that staff did a great job on it.

Motion to approve the service plan passed unanimously.

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

**Vote: 7 - 0 Passed**

12. President's Report;

President Wolda announced that Visit The Woodlands has won the *Smart Meetings* Platinum Choice Award, a *Convention South* Readers' Choice Award, and a *Davey* Award for the Fashion Forward Advertising Campaign. He also congratulated Executive Director Elizabeth Eddins on being named to the Executive Board of Texas Travel Alliance.

13. Board Announcements;

Chairman Bailey requested that staff research a Culinary Ambassador Program.

Director Jenny Taylor invited everyone to come out to Market Street for the Tree Lighting on November 16, 2023.

14. Agenda items for next meeting;

None.

15. Adjournment at 10:08 a.m.

Motion to adjourn passed unanimously.

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

**Vote: 7 - 0 Passed**



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

13 December 2023  
Date