

THE WOODLANDS

CONVENTION & VISITORS BUREAU



October 18, 2023

4:00 p.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 October 18, 2023, at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381, at 4:00 p.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: Nick Wolda, President, Visit The Woodlands; Bret Strong, Legal Counsel; Ashley White, Marketing Director; Josie Lewis, Sales Director; Mary Murphy, Public Relations Coordinator; Julie Quinn, Sales & Servicing Specialist; Amber George, Communications Coordinator; Ashley Fenner, Senior Sales Manager; Gabby Pena, Administrative Analyst

Attendees: Kellan Shaw, The Woodlands Township Director of Finance, Quentin Durgan, The Woodlands Township Help Desk Analyst, Aidan McSherry, The Woodlands Township Help Desk Analyst, William Pham, The Woodlands Township Chief Technology & Innovation Officer, Cynthia Armatys, The Woodlands Township Executive Assistant, Glen Bernstein, The Woodlands Township Facilities Manager

1. Pledge of Allegiance;

Led by Chairman Brad Bailey.
2. Call to order and adoption of Agenda;

The meeting was called to order at 4:00 p.m., and a motion to adopt the meeting Agenda 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 September 2023 Special Board Meeting;**

Motion to approve the Minutes as read passed unanimously.

Motion by Director Linda Nelson, seconded by Director Jenny Taylor

Vote: 7 - 0 Passed

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

Kellan Shaw, Township Director of Finance, delivered the Financial Report. At the end of August, year-to-date revenues totaled \$2,193,804, compared to a \$2,267,826 budget, resulting in an unfavorable variance of \$74,022. The supplemental hotel tax revenue showed a favorable variance of \$97,781. There was also a favorable variance in interest income. There was an unfavorable variance in operating transfers of \$190,516. 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 August totaled \$2,193,804, compared to budgeted expenditures of \$2,297,826.

The year-to-date Hotel Occupancy Tax Deposits totaled \$7,093,089, which is \$538,890 more than budget and \$830,844 more when compared to the 2022 deposits for the same time period.

The year-to-date Sales Tax Deposits totaled \$61,188,618, which is \$5,798,769 more than budget and \$5,460,957 more when compared to the 2022 deposits for the same time period.

As of August 31, 2023, the undesignated fund balance for Visit The Woodlands was \$1,235,799.

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

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

Vote: 7 - 0 Passed

6. **Staff Initiative Reports;**

Marketing Director Ashley White shared that the new Agency of Record contract with Adcetera is currently in the execution process and planning meetings have begun. The media plan should be presented to the Board for approval at the December 2023 meeting. The deadline to submit proposals will be January 15, 2024. Vendor recommendations will be made to the Board by February 14, 2024. The goal is to have the contract signed by March 2024, and have the launch of the new website by January 2025.

Mrs. White and Ms. Eddins will be exhibiting at the Circuit of The Americas (COTA) from October 20 through 22, 2023, where the expected attendance will be over 400,000 people. Mrs. White showcased the marketing support for Connect Texas, including the 9 Wanders activation cards, welcome boxes, post cards, signage, photography and videography support, and much more.

Chairman Bailey asked where the exhibition will be held at COTA. Mrs. White said that Visit The Woodlands will be set up right off the race track in conjunction with Travel Texas.

Sales Director Josie Lewis invited the Board to help welcome the attendees at the Connect Texas Opening Reception at The Woodforest Bank Club. The Sales Team will be attending the TACVB Houston Sales Blitz, TSAE Celebration Luncheon, and Destinations International Southwest to promote attendance as The Woodlands will be the host destination next year.

Director Linda Nelson asked when Visit The Woodlands will begin to see the business that comes from events like this. Mrs. Lewis said that it can take one to two years.

Director Taylor asked how many attendees there will be. Mrs. Lewis said there were 193 people have registered for the event.

Mrs. Lewis distributed the welcome box for the Board to view. Director Nelson asked if it would be available for purchase. Mrs. Lewis said that the plan is to keep the boxes in stock to use for client gifts, site tours, and other big events.

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

Vote: 7 - 0 Passed

7. 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;

Recessed at 4:17 p.m.

8. Reconvene in public session at 4:43 p.m.
9. Receive, consider, and act upon staff relocation;

No action taken at this time.

10. President's Report;

Executive Director Elizabeth Eddins was in El Paso for Texas Travel Summit as a featured speaker.

Staff has won 12 awards so far in 2023. Most recently, they received a Gold W3 Award for the "Art Gladness" Social Media Campaign; a Silver W3 Award for Partner Collaborations on Instagram; a Platinum MarCom Award for the Fashion Forward Advertising Campaign; a Gold MarCom Award and TACVB Destination Excellence Award for the print and online #SoWoodlands magazine; and two MarCom Honorable Mentions for the "Art Gladness" Social

Media Campaign and Tourism Toolkit for Special Events.

11. Board Announcements;

Chairman Bailey congratulated Visit The Woodlands and Market Street staff for great promotion through Wine Walk.

12. Agenda items for next meeting;

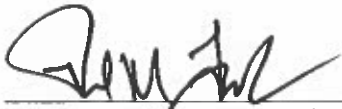
None.

13. Adjournment at 4:47 p.m.

Motion to adjourn passed unanimously.

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

Vote: 7 - 0 Passed



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

15 Nov 2023
Date