



**October 19, 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 October 19, 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:** John Anthony Brown, Vice Chairman  
Fred Domenick, Secretary/Treasurer  
Cameron Klepac, Director  
Dr. Shelley Sekula-Gibbs, Director  
Monique Sharp, Director  
Jenny Taylor, Director

**Absent:** Bruce Rieser, Chairman

**Staff Present:** Bret Strong, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Assistant Director; Ashley White, TWCVB Brand Development Manager; Monique Sharp, The Woodlands Township President/CEO; Nick Wolda, President; Amber George, TWCVB Marketing Specialist; Ashley Fenner, TWCVB Convention Development Specialist; Mary Murphy, Tourism Specialist; Gabby Pena, TWCVB Administrative Analyst

1. Pledge of Allegiance;  
Led by Vice President John Anthony Brown.
2. Call to order and adoption of Agenda;  
Vice Chairman John Anthony Brown called the meeting to order at 11:34 a.m.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to adopt the agenda. Motion carried by unanimous vote. Agenda adopted.

**Vote:** 6 - 0 Passed

**Other:** Chairman Bruce Rieser (ABSENT)

3. Public Comment;  
No public comment.

4. Consider and approve Minutes from August 2022 Regular Board Meeting;

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to approve the minutes from the Regular Board Meeting on August 17, 2022. Motion carried by unanimous vote. Minutes accepted.

**Vote:** 6 - 0 Passed

Other: Chairman Bruce Rieser (ABSENT)

5. Consider and approve Financial Report through August 2022;

Kellan Shaw, Township Director of Finance, gave the Financial Report. At the end of August, actual revenues totaled to \$1,476,073, compared to a \$1,641,953 budget, resulting in an unfavorable variance of \$165,880. This was due to the Township transferring less funds than anticipated due to supplemental hotel tax revenue being higher than budgeted by \$198,581 as well as favorable variances in operating expenses totaling \$165,880.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to adopt the Financial Report. Motion carried by unanimous vote. Financial Report adopted.

**Vote:** 6 - 0 Passed

Other: Chairman Bruce Rieser (ABSENT)

6. Receive, consider and act upon a presentation from the Montgomery County Hispanic Chamber of Commerce;

Due to scheduling conflicts, this presentation will take place at the November 2022 meeting.

7. Receive, consider and act upon the 2023 staff tradeshow, travel and participation in support of Sales, Marketing and Tourism efforts outside of The Woodlands;

Executive Director, Elizabeth Eddins, discussed the 2023 Travel and Tradeshow Schedule. Visit The Woodlands staff will be attending between 30-35 events in 2023 to promote The Woodlands as a meeting and travel destination. Included on the schedule are events that The Woodlands will be hosting when in the past they have been in other cities. Visit The Woodlands will be developing further into the International tourism and luxury markets in the upcoming year as well.

Vice Chairman Brown asked if staff could identify for the board success of the tradeshow participation. Ms. Eddins gave an example that the IPW Orlando event that staff attended in the beginning of the summer has resulted in 7 FAM tours.

Motion by Director Jenny Taylor, seconded by Director Dr. Shelley Sekula-Gibbs

**Vote:** 6 - 0 Passed

Other: Chairman Bruce Rieser (ABSENT)

8. Receive, consider and act upon the request to negotiate a contract for Destination Marketing Media Buying & Creative Services;

Ms. Eddins gave an overview of Visit The Woodlands' branding. Visit The Woodlands developed the 'We Hear That A Lot' campaign and brand guidelines were developed in 2018.

In 2020, advertising paused due to COVID. Once it resumed, it was brought in house with a reduced budget. The Visit The Woodlands' website was launched with the new creative.

In 2021, advertising remained in house with the continuation of the reduced budget. An RFP was issued for Destination Marketing Services. Madden Media was contracted as the Agency of Record for FY 2022.

In 2022, Voyage reporting was implemented. The Fashion Forward campaign was developed and rolled out the brand guidelines.

Executive Director Elizabeth Eddins requested a contract renewal with Madden Media for one year.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Secretary/Treasurer Fred Domenick

**Vote:** 6 - 0 Passed

Other: Chairman Bruce Rieser (ABSENT)

9. Receive, consider and act upon the 2023 Media Placement Plan;

Ashley White, Director of Marketing, reported the advertising budget placements for 2023.

The Leisure advertising budget is \$400,000 and key placements will include Paid Search & Social, Live Nation, Connected TV, Texas Monthly and others.

The Co-op advertising budget is \$25,000 and this will cover key placements with strategic partners like the Marketing Committee, and Travel Texas & Around Houston.

The Meetings advertising budget is \$180,000. Ashley White works with Josie Lewis, Director of Sales, to plan advertising that supports Sales efforts and initiatives. Key placements will include Connect, Paid Search and Social, Smart Meetings, TSAE and others.

The International advertising budget is \$35,000 and key placements will include Food & Travel Mexico, Paid Search and Social, Chic Magazine, and others.

Motion by Director Jenny Taylor, seconded by Director Dr. Shelley Sekula-Gibbs

**Vote:** 6 - 0 Passed

Other: Chairman Bruce Rieser (ABSENT)

10. Staff Initiative Reports;

Elizabeth Eddins reported that TXDOT Travel Counselors from across Texas visited The Woodlands this month. They learned about The Woodlands so they can go back to their designated Information Centers and provide visitors with information and tips on exploring this destination.

On the International Promotion side, Ms. Eddins did an interview with Unravel Travel TV. This interview was fulfillment from IPW meeting. Visit The Woodlands President Nick Wolda and Visit The Woodlands Chairman Bruce Reiser participated in an interview with Frankfurter Allgemeine Zeitung which is the leading newspaper in Germany.

To spread Local Awareness, Ms. Eddins was a guest on The Woodlands Area Chamber of Commerce program Between The Trees.

On behalf of Josie Lewis, Director of Sales, Elizabeth Eddins reported that Josie Lewis attended the TSAE New Ideas Conference in Irving. Mrs. Lewis was invited to join the TSAE Affiliate Advisory Committee.

Josie Lewis and Ashley Fenner; Senior Sales Specialist, attended several tradeshows recently including IMEX America, Small Market Meetings, and TSAE New Ideas Conference. In the future, they will be attending Connect Texas, Destination Texas, and Holiday Showcase.

Visit The Woodlands has had 31 Organic leads and 30 Cvent leads as well as 2 site tours.

Meeting Planner's International (MPI) Luncheon will be hosted by Visit The Woodlands at The Woodlands Waterway Marriott on October 26, 2022. MPI Global President, Paul Van De Venter, will be in attendance. The event will welcome Houston region Meeting Professional Community and gives Visit The Woodlands exposure as a Meeting Planner Destination.

Recent events the Sales Team has serviced are Fiat Freakout, Filippo Berio Budget Session, and the BTL Wellness Group.

The Marketing Committee met in Q3 to discuss Travel Trends, Marketing Initiatives, Sales & Servicing Overview, 2023 Advertising Planning, Planning for April 2023 events and more.

Visit The Woodlands website highlights for Q3 included: 152,000 users; 190,000 sessions; 423,000 pageviews; 1:40 minute average session duration; 83% new visitors; 17% returning visitors and 3,837 hotel booking referrals.

The Spanish microsite was launched in August and gives Spanish speaking visitors information on hotels, shopping, special offers and itinerary ideas for The Woodlands.

Visit The Woodlands Digital Asset Management tool was developed to curate photos and videos to help market and sell The Woodlands. It tracks asset credit information, usage rights, and expiration dates. Visit The Woodlands partners can access and use the assets as well by searching for properties and businesses by name.

Visit The Woodlands has recently received editorial placements in Texas Monthly and the Texas Meeting Planner Guide. Visit The Woodlands also hosted FAM Visits for Texas Monthly, Winnipeg Free Press, and Visit The Woodlands Social Ambassador, Sincerely Karin.

Motion by Secretary/Treasurer Fred Domenick, seconded by Director Dr. Shelley Sekula-Gibbs

**Vote:** 6 - 0 Passed

Other: Chairman Bruce Rieser (ABSENT)

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;

Vice Chairman John Anthony Brown recessed to Executive Session at 12:15 p.m.

12. Reconvene in public session;

13. President's Report;

President Nick Wolda announced that Amber George, Julie Quinn, and Mary Murphy have earned their Certified Tourism Ambassadors (CTA) certification.

President Wolda also mentioned that The Republic Grille was ranked #10 on TripAdvisor's Travelers' Choice 2022 Best of the Best Everyday Eats. Tris was ranked #10 on Houston Chronicle's Top 100 Restaurants of 2022.

14. Board Announcements;

Director Klepac announced that the Cynthia Woods Mitchell Pavilion will surpass 500,000 visitors this year.

15. Agenda items for next meeting;

None.

16. Adjournment.

Vice Chairman John Anthony Brown adjourned the meeting at 1:02 p.m.

Motion by Director Dr. Shelley Sekula-Gibbs, seconded by Director Jenny Taylor

**Vote:** 6 - 0 Passed

Other: Chairman Bruce Rieser (ABSENT)

---

Fred Domenick, Secretary/Treasurer  
The Woodlands CVB Board of Directors

---

Date